

\$1.00

housing's **BOOK of HOMES** & Plans

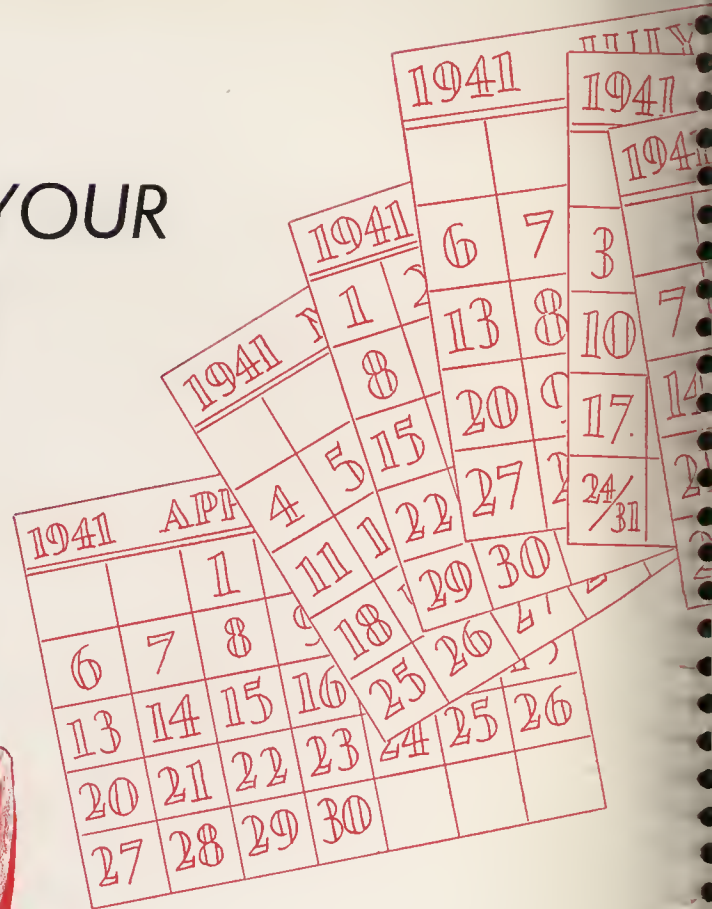


**SPRING
1941**

housing

MAGAZINE OF HOMES *and* GARDENS

WILL YOU BE LIVING IN YOUR NEW HOME 12 MONTHS FROM TODAY



LET'S TAKE A LOOK AHEAD at a preview of you, next year, living in your new home.

Are you happy and satisfied with that new home? Or have you found some things about it that are unsatisfactory and cause annoyance and inconvenience?

Have you found that you must go into a dark room and shut the door before you can reach the light switch? Have you found that you don't have enough outlets in the living room for your lamps and clocks and the radio? Do you have virtually to stand on your head when you want to attach the vacuum? Do you have to detach the waffle iron in order to plug

in the coffee maker? Do you have to turn off the light in the garage and then traverse the distance to the house in the dark?

If any of these annoyances, or any one of a host of others, prevails in your new home, it shows just one thing — a lack of proper planning. And that's too bad, because those inconveniently placed outlets and switches cost you just as much as they would if they had been properly placed.

Fortunately, this scene IS a preview, and not an established fact. You still have time to do something about it. You still have time to prevent those annoyances, and their inevitable



consequence, the expense of rewiring which is always higher in cost than if it had been done properly to begin with.

It requires just a word from you.

Of all the services you need in that new home, the electrical service will be used most continually. For 24 hours out of every day, you will demand that electricity keep time for you, keep your food fresh in the refrigerator, and be ready to provide light and power at any instant at the flick of a switch.

That switch should be exactly where you want it. So should the power outlets.

Proper placing of switches and outlets requires no more work or materials—the only thing it requires is that someone indicate in the plans exactly where they should be placed.

Isn't it worth your while to spend a few minutes now planning them yourself, or letting our wiring expert check your plans?

Our Red Seal service costs you nothing, it costs your architect nothing, it costs your

builder nothing. We offer this planning service to you free so that you will have smooth electrical service in that new home.

Send the post card offered below right now for your free copy of wiring information. And when you sign the contract for the building of your home, be sure to specify that it is to have Red Seal wiring. The Red Seal certificate we issue on your home is your assurance not only that your electrical outlets will be adequate for your needs, but that the wiring hidden in the walls will provide the necessary service to these outlets.

At the top of page 156 you will find a post-free card addressed to us. Sign this card and mail it NOW for your free copy of wiring information

NORTHERN CALIFORNIA ELECTRICAL BUREAU
447 SUTTER STREET • ROOM 428 • SAN FRANCISCO • CALIFORNIA

housing

BOOK OF HOMES

No. 3—Spring, 1941

HOUSING, The Magazine of Homes and Gardens, and
THE MODERN HOME BUILDER • Vol. 4, Nos. 3 and 4

Published monthly by HOUSING, INC.
447 Sutter Street, San Francisco, California.
Western Pacific Building, Los Angeles.

Contents copyright, 1941, by HOUSING, INC.
No material may be reprinted without permission.

447 SUTTER STREET, SAN FRANCISCO

DAVID W. RYDER
Publisher

JOHN RAYNOLD PITSKER
Editor

EDITORIAL ASSOCIATES

V. A. NAGEL
A. J. VAN BUSKIRK
D. A. GIGNOUX

ADVERTISING MANAGER

C. A. GIGNOUX

F. W. FINN

Eastern Advertising Manager
366 Madison Ave.,
New York City

RICHARD J. BURRILL

Midwest Advertising Manager
664 No. Michigan Ave.,
Chicago, Ill.

Cover Design—FRANK GREGORY

Contents

	Page
DIRECTORY OF ADVERTISERS	5
WESTERN ARCHITECTS	12
F.H.A. COST CHART	37
THE HOME YOUR RENT WILL BUY	38
PACIFIC COAST HOMES	43
FREE INFORMATION PAMPHLETS	72
MARIN COUNTY HOMES	77
VACATION HOMES	113
INTERIOR IDEAS	119
ANTIQUE YOUR FURNITURE YOURSELF	122
by DANA FULLER, W. P. Fuller & Co.	
BACKGROUND FOR BEAUTY	126
by BARBARA McCLURE, Armstrong Linoleum Company	
YOUR MASTER PAINTER—LIGHT	128
A FIREPLACE FOR EVERY ROOM	130
SPRING SPLURGE—YOUR GARDEN	133
A WARDROBE FOR YOUR FLOWERS	134
THOMAS AITKEN, Advertising Manager, Gumps	
HOW MANY GARDENS WITHIN YOUR GARDEN?	137
YOUR TREES	139
by K. L. DAVEY	
FLOWERS AT YOUR WINDOW—PLANTS AT YOUR DOOR	140
by JEAN MacGREGOR BOYD	
TO PRODUCE AND TO ENJOY	141
CALIFORNIA SPRING GARDEN SHOW	144

INDEX OF ADVERTISERS

	Page		Page
David S. Adams.....	78, 92	R. F. Johnson & Son.....	68, 78, 88
American Trust Company.....	98		
Anglo California National Bank.....	149	Mel. Klyce	78
Art Rattan Works, Inc.....	157		
Associated Hotels of the West.....	152	Lang Realty Corporation.....	89
		Leach Realty Co.....	89
P. B. Bachus.....	82	H. C. Little Burner Co.....	42
Bank of America.....	151		
Bank of San Rafael.....	88	MacCormack-Tucker Lumber Co.....	88
Louis C. Betsold.....	98	Marchant Brothers	68
R. C. Briggs.....	92	Maria's Pueblo	92
Building Material Exhibit.....	70	Marvelous Marin Realty Co.....	89
		The Mill Valley Bank.....	88
Calaveras Cement Company.....	92	Munk & Hatlen.....	78, 82
California Nursery Co.....	141	McClure Co.	78, 82
Camgros Gravel & Fuel Co., Inc.....	89	Hays A. McLellan.....	70
Central Bank of Oakland.....	136		
Cheda Company	88	Northern California Electrical Bureau.....	2, 3, 158
Controllador Company	10		
Conway & Culligan.....	149	Pacific Coast Gas Association.....	20, 21
Crocker First National Bank.....	6	Paramount Built-In Fixture Co.....	150
		Pawla's Violet Farm.....	144
Davey Tree Surgery, Ltd.....	136	E. C. Pitcher Co.....	70
Dudfield & Kohler.....	46	Pryne & Co.....	9
H. J. Dunlap.....	45		
		Ed. J. Racouillat.....	78, 82
Ferry Morse Seed Company.....	136, 143	Maynard Redmond	92
Fireman's Fund Insurance Company.....	41	J. B. Rice Co.....	89
Frantz Sales Company.....	8	Roll-Away Window Screen Co.....	45
Fraser & Johnston Co.....	46	Ry-Lock Company, Ltd.....	7
W. P. Fuller & Co.....	151		
		San Francisco Bank.....	118
Joris Gatchell	78	San Mateo Realty Co.....	70
General Bldg. Contrs. Assn. of Marin Co.....	78	Schiller The Builder.....	78
George Goheen & Co.....	78, 82	Geo. Schleicher	92
Graystone Tile Company.....	149	Stainless Metal Products.....	149
Greyhound Lines	96	Superior Fireplace Company.....	11
M. E. Hammond	149	A. Von Rotz.....	78
Haydite Sales Corporation.....	98		
Henry Hess Co.....	88	J. M. Walker.....	46
Harry Hoefler	68	Wm. F. Wegner.....	78
		H. H. Weiner.....	70
Incandescent Supply Co.....	70	E. K. Wood Lumber Co.....	45



BUILDER *George Nickson*
 ARCHITECT *Albert Larsen*
 FINANCING AGENT
Crocker First National Bank



For you — a home like this!

Soundly constructed and soundly financed under the careful supervision of our Real Estate Department . . . either through an FHA or straight bank loan. Your inquiry is invited.

CROCKER FIRST NATIONAL BANK
 OF SAN FRANCISCO
California's Oldest National Bank

Blending Outdoor and
Indoor Beauty with
RY-LOCK VENETIANS

MARIO CORBETT, Architect

Let Spring into your home — an easy pull at the cord . . . sunlight filters into the room. Another easy adjustment of the new silent Ry-Lock light regulator cuts out glare. Old house or new, Ry-Lock's wide variety of colorful enamels, matching or contrasting tapes, streamlined drapery heads, add spring freshness to your interior decor.

NOT "JUST VENETIANS"—RY-LOCKS GIVE YOU THESE EXCLUSIVE ADVANTAGES

1. Ry-Lock Venetians lift on and off for easy house cleaning.
2. Ry-Lock patented Monorail Construction assures trouble-free mechanical operation for the life of the blind.
3. Ry-Lock Venetians feature the new exclusive Ry-Lock Combination Drapery Head.
4. Ry-Locks give you your choice of flexible steel or "resin-proof" wood slats. Special Ry-Lock Venetian Enamel is easy to clean—assures lasting beauty.

RY-LOCK COMPANY, LTD. • **San Leandro, California**

AT LEADING STORES





**THANK GOODNESS -
My Garage Door
Worries Are Over!**

The Improved FRANTZ

"OVER-THE-TOP" DOOR EQUIPMENT

(TRADE MARK REG. U.S. PAT. OFF.)
U.S. PATENTS NO. 1,924,871 1,860,587 1,876,798

When planning your new home, or modernizing your present one, insist that Frantz "OVER-THE-TOP" door equipment be installed on your garage, because then you can be assured of a quality that only FRANTZ door equipment offers. Check the following important advantages of "OVER-THE-TOP" Equipment — then judge for yourself whether or not you can afford to be without it!

1. Operates easily and silently.
2. Equipped with Automatic Openers.
3. Hardware is applied to the door and jambs; no posts or wall projections required.
4. Weathertight.
5. Patented friction brake prevents door from slamming.
6. Only 2¼ inches headroom required.
7. Adjustable for various door sizes.
8. Has oversize oil-tempered and heat-treated power springs.
9. Quickly installed—no costly fitting.
10. Door perfectly balanced in any position.
11. Frantz locks secures door on both jambs
12. Can be furnished with chromium-plated handle and cylinder lock.

● Showing general application
of the hardware. ➔



Now! Over-the-Top[®] Door Equipment

Has A BABY BROTHER

Yes — the same device incorporating the same simple principles of operation — but in a lighter, inexpensive model for one and two car garages. Like its "big brother" Frantz JUNIOR can be applied to new garages or in the modernization of your present one.

Junior

**"OVER-THE-TOP"
LIGHT DOOR EQUIPMENT**

FOR THE BEST, DEMAND FRANTZ "OVER THE TOP" DOOR EQUIPMENT — Accept No Substitutes

FOR FURTHER COMPLETE INFORMATION WRITE OR PHONE

FRANTZ SALES COMPANY

ROOM 627, 420 S. SAN PEDRO STREET
San Francisco, Calif., office 200 Davis Street

LOS ANGELES, CALIFORNIA
Portland, Ore., office 131 S. W. 4th Avenue

NEW! 1941 "Pryanco"

Ventilator Exhaust Fans

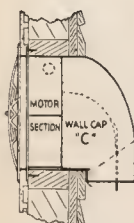


No need to work or live in a HOT, unhealthy "kitchen fog"

Designed especially for Low Cost Homes, by the
Creators of the Famous Pryanco "Blo-Fan"

The 10" size is just right for the average kitchen. Quickly expels all steam, grease and food odors. Best of all, your walls and ceilings will not be stained with cooking grease and dust. Nor will they float from room to room, damaging new wall paper, drapes and furnishings. Food odors will not be in the hallways nor at your front door. No need to work in a HOT kitchen, just turn on the "Pryanco" Fan, the first step to Kitchen Air Conditioning.

Ten inch size \$13.40 to \$17.00

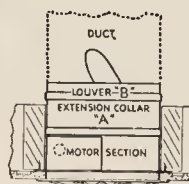


Through the Wall
No. 234 (8")
No. 235 (10")

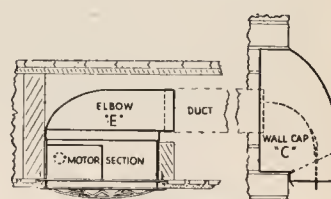
TWO ALL PURPOSE EXHAUST FANS

These new "Pryanco" Fans are readily adaptable for installing in the wall, through the wall or a cabinet. For installation in the ceiling for either vertical or horizontal exhaust. Note the illustrations and catalog numbers.

UNION MADE
UNDERWRITERS APPROVED
GUARANTEED



Vertical Exhaust
through the roof
224-1 (8" size)
225-1 (10" size)



Horizontal Exhaust
between ceiling joists
No. 224-2 (8")
No. 225-2 (10")

The Eight-Inch "Pryanco" Fan For Bathrooms

\$10.30 - \$13.90

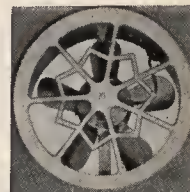
Certainly the bathroom should be ventilated and in a hurry. No reason why it should be left with steam covered walls and one does need to use the mirror. This small 8" fan will do nicely in a very small kitchen or kitchenette as well as in bathrooms.

How to buy? This is no secret, but many persons do not know that it is more economical and far more satisfactory if they buy fans from their electrical dealer or contractor on a "Furnished and Installed" basis. Most electricians KNOW "Pryanco" Fans. "Pryanco" Fans are stocked by all leading jobbers.



8" size

These two illustrations show the round polished aluminum grills, all that can be seen, after the fan is plastered in the ceiling. Motors are inductive type, no radio interference. Easily removed for cleaning or oiling without special tools.



10" size

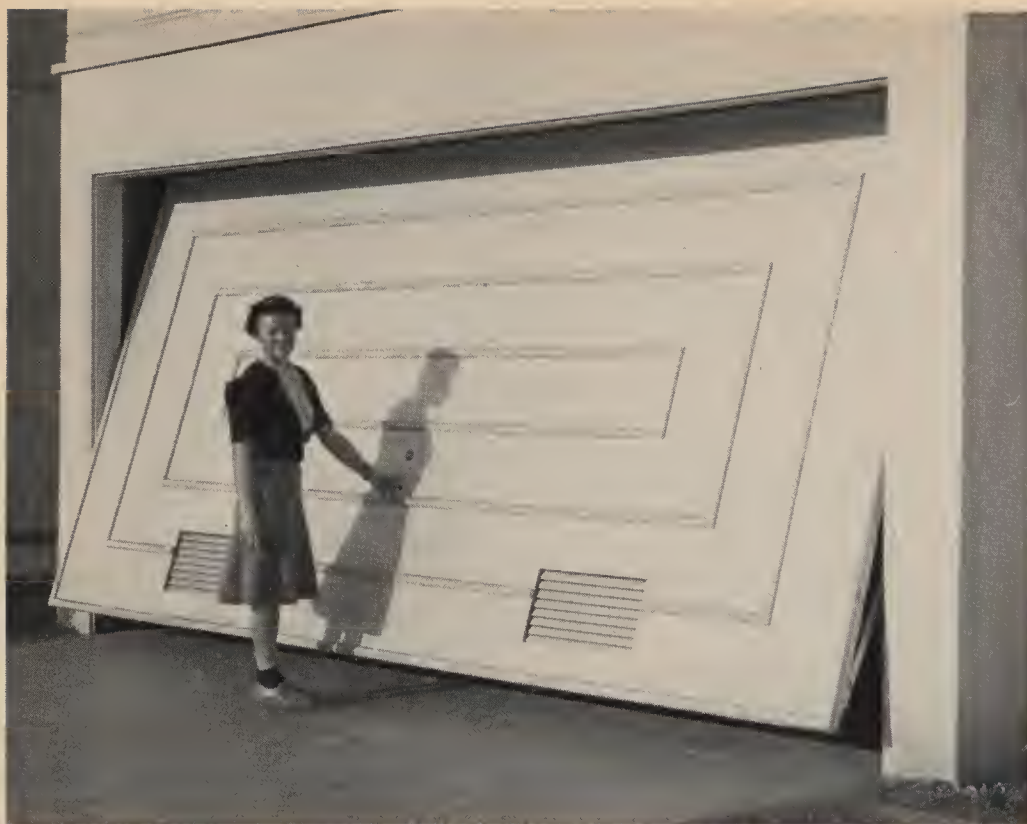
Visit Our Showroom for Demonstration

Pryne & Co., Inc.

10-60 Jackson Avenue
Long Island City, N. Y.

OFFICE AND SHOWROOM
145 Second Street, San Francisco

1245 E. 33rd Street
Los Angeles



- Controlador Master has the exclusive slow-down-stop that checks the speed of the door as it nears the open or closed position and brings the door to a gentle stop. There are no bumpers to punish the door, no bouncing springs to make it jump back at you.

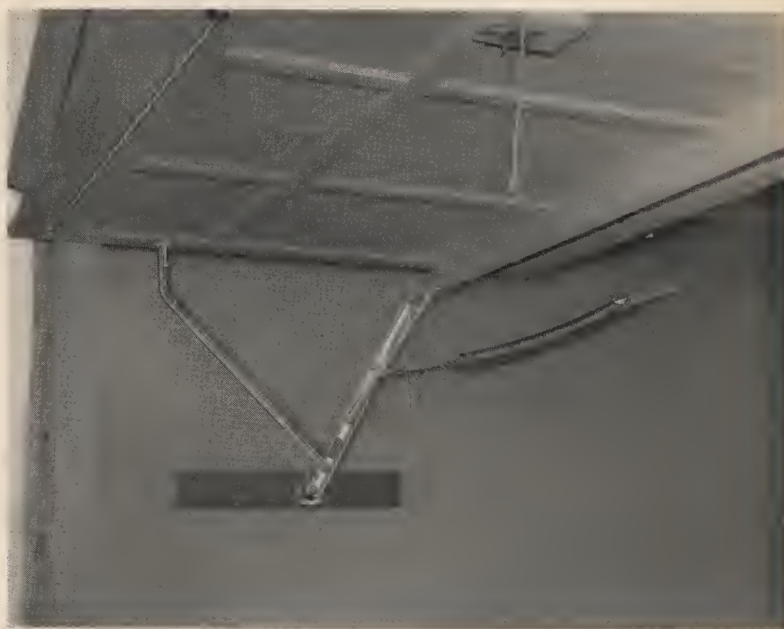
- The sturdy springs used for ease of operation are made of oil-tempered spring steel for maximum life.

- Controlador presents two types of overhead hardware: The Master Set, which needs a head room of but two inches, and the Thrifty Set, which requires a head room of fifteen inches.

"It's Over Your Head For Convenience.... But Not In Price."

OVERHEAD GARAGE DOORS

- ★ Rigid Super Brace Construction
- ★ Simple and Easy to Operate
- ★ Won't Catch or Stick
- ★ No Side Sway
- ★ Longer Life



CONTROLADOR COMPANY

4946 CALAVERAS AVE., OAKLAND

LAKEHURST 2-6759

CHEERFUL GLOW *and* **CIRCULATING WARM AIR**
from your fireplace

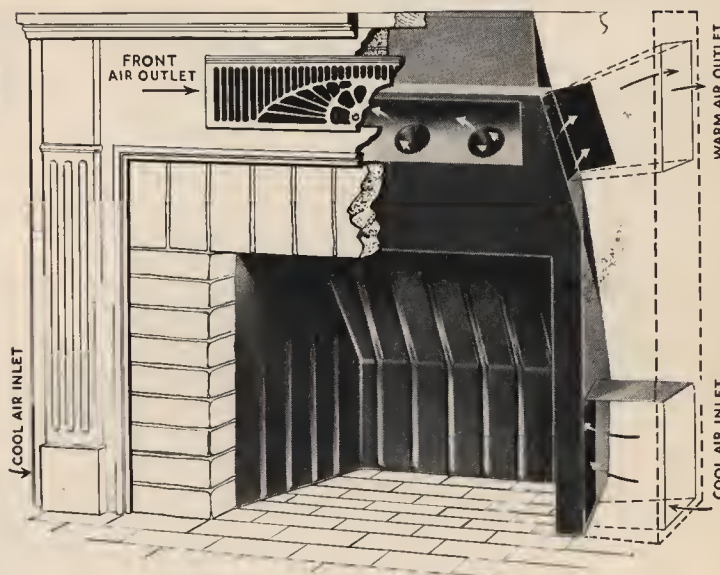


WHEN BUILT AROUND THE
SUPERIOR
heat circulator **UNIT**

the MODERN HOME SHOULD HAVE

SUPERIOR FIREPLACE CIRCULATORS

The above illustration shows how your fireplace will circulate warm air throughout the room and adjoining rooms when built around a **SUPERIOR FIREPLACE CIRCULATOR** — saves fuel, does not smoke. The **SUPERIOR FIREPLACE CIRCULATOR** shown at right (with masonry partially in place) is a complete double-walled metal form around which it is easy and economical to build any designed fireplace suited to the architecture of your home.



Note latest improved construction: die-pressed ribbed boiler-plate reinforced firebox. Adds strength—prevents warping. Its streamlined effect is pleasing to the eye. **The SUPERIOR FIREPLACE costs but little more than an ordinary fireplace** because it consists of a firebox smoke dome and built-in damper which effects a saving in fire-bricks and labor required to construct the firebox and throat of the ordinary fireplace.

Thousands of **SUPERIOR FIREPLACES** in service in homes and cabins in all climates. They were selected on their merit by Federal Housing Authority. 1,145 **SUPERIORS** installed as the only heating facility in one of the major projects in the South.

SUPERIOR FIREPLACES are designed and manufactured by the pioneers of the industry.

For complete information—send postcard for **free** circular—or send 25c for postage and handling costs, for 36-page, 8"x11" **SUPERIOR FIREPLACE BOOK**, showing many beautiful **SUPERIOR FIREPLACE** designs, floorplans and construction details.

SUPERIOR FIREPLACE Co.

1046 So. Olive Street • Los Angeles, California

MANUFACTURERS OF WOOD, COAL, AND GAS FIREPLACE CIRCULATORS

WESTERN ARCHITECTS



No. D-1, D-2, D-3
LOS ALTOS, CALIFORNIA

R. J. NUETRA, ARCHITECT
OTTO WINKLER, COLLABORATOR

Cost—\$4,100—Guest House, \$1,800
Including architect's fee
Builder: Ensor Buel

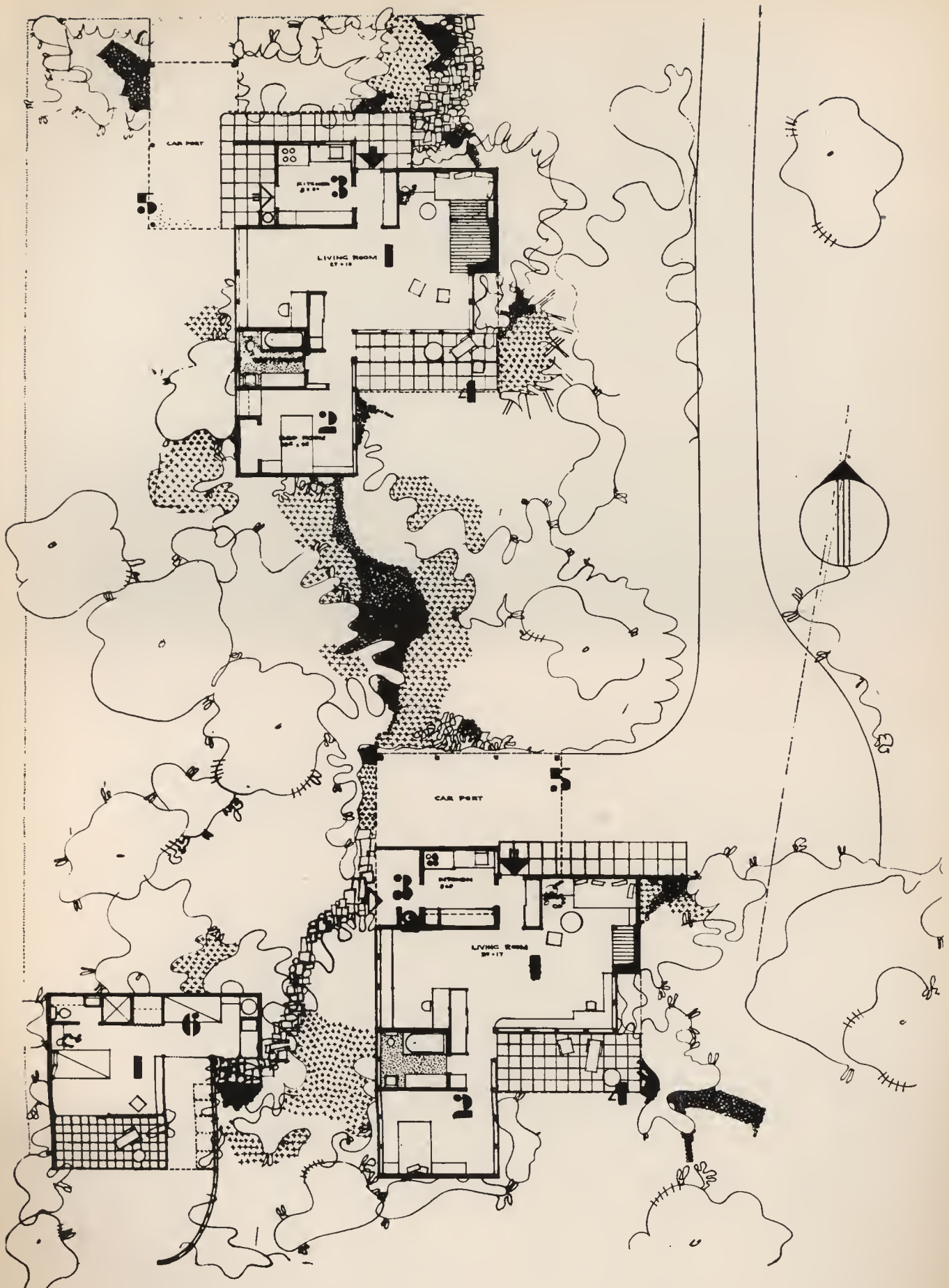
SPECIFICATION OUTLINE

FOUNDATION—Reinforced concrete—Portland Cement
WALLS—Int. Temlock Board. sat., Redwood Siding over felt—Angier Building Paper
EXTERIOR SURFACE—Redwood siding oiled
EXTERIOR TRIM—Redwood
WINDOWS—Steel sash—Michel & Pfeffer
GLAZING—Libbey, Owens, Ford
ROOF—Composition roofing
PAINT—Oil paint on trim, Nat. oil fin. redwood—Pratt & Lambert
SHEET METAL—26 ga. sheet metal G.I.
LANDSCAPING—Existing prune orchard
INTERIOR SURFACES—Temlock de luxe Insulation Board
FLOORS—Plywood over diagonal sheathing
KITCHEN FLOOR—Linoleum over 1/4" plywood—Armstrong
BATH FLOOR—Same
BATH WALLS—Enamel paint over plaster and Keene's cement over plumbing fixtures
SHADES—None
PLUMBING FIXTURES—Kohler
LIGHT FIXTURES—Pryne recessed ceiling lights
WIRING—General Electric—rubber insulated wires in standard flexible conduit
CABINETS—Sugar pine—Constructed on job
HEATING—Andrews Wall Heater
HOT WATER HEATER—Automatic gas heater—"General"
HARDWARE—Plymouth design—Schlage Lock Co
SCREENS—G. I. #16 mesh roll-screen—Michel & Pfeffer
INCIDENTALS—Hall Mack Bathroom Accessories

1 FIRST UNIT (UPPER PLAN, OPPOSITE PAGE)

2 GUEST HOUSE (LOWER LEFT CORNER, OPPOSITE)

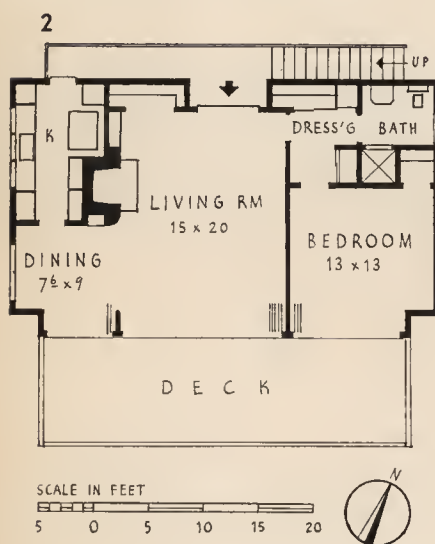
3 THIRD UNIT (LOWER RIGHT CORNER)





(Photographs by Sonya Noskowiak)

HOUSE ON DE SILVA ISLAND, MARIO CORBETT, ARCHITECT



No. D-4

\$29.00 per month to own
(F.H.A. Title II—25 Years)

CONSTRUCTION

WALLS—O.P. Frame and Flush Redwood
ROOF—Built-Up Composition
WINDOWS: Wood, Casement
HEATING—Oil, Warm Air

COLOR SCHEME

WALLS—National Lead Company,
Dutch Boy White Lead
ROOF—Black
TRIM—White

1. **ORIGINAL** in conception, this house is built 9 feet above the ground to achieve: 1) car shelter, 2) basement storage, and 3) a sweeping view of San Francisco.
2. **COMPACT** plan influenced by the view. Principal rooms in house open toward bay; only entrance, service quarters and bathroom give on to heavily wooded land at rear. Folding doors can be moved back to open up completely one side of each of the main rooms, thus making deck part of living space.
3. **LIVING ROOM**, looking out.
4. **DECK**, looking in.

3



4



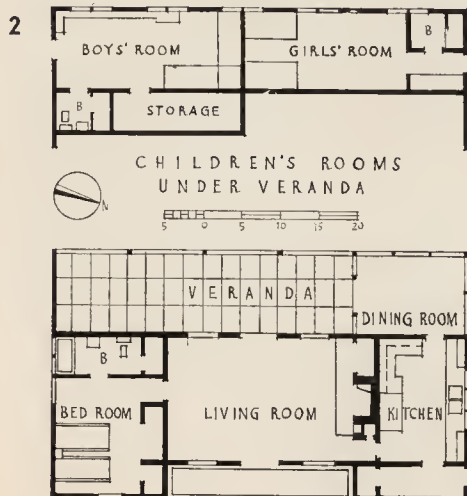
15



1

(All photographs by Sonya Noskowiak)

HOUSE IN BOULDER CREEK, MARIO CORBETT, ARCHITECT



No. D-5

\$26.95 per month to own
(F.H.A. Title II—25 Years)

CONSTRUCTION

WALLS—O.P. Frame and Redwood Boards and Battens
ROOF—Redwood Shingles, with Redwood Ridge Hip Boards
WINDOWS—Wood, Double-Hung and Casements

COLOR SCHEME

WALLS—Cabot's Double-White
ROOF—Natural Redwood
TRIM—Cabot's Double-White
BLINDS—Natural Redwood

1. **VACATION HOUSE** is casual and friendly; provides maximum hospitality at minimum cost.

2. **LIVING ROOM** opens to include veranda for outdoor living, sleeping, eating. Space under veranda utilized for boys', girls' dormitories, dressing rooms, storage.

3. **FIREPLACE**

4. **BADMINTON**

5. **RELAXING**

6. **BARBECUE**

4



5

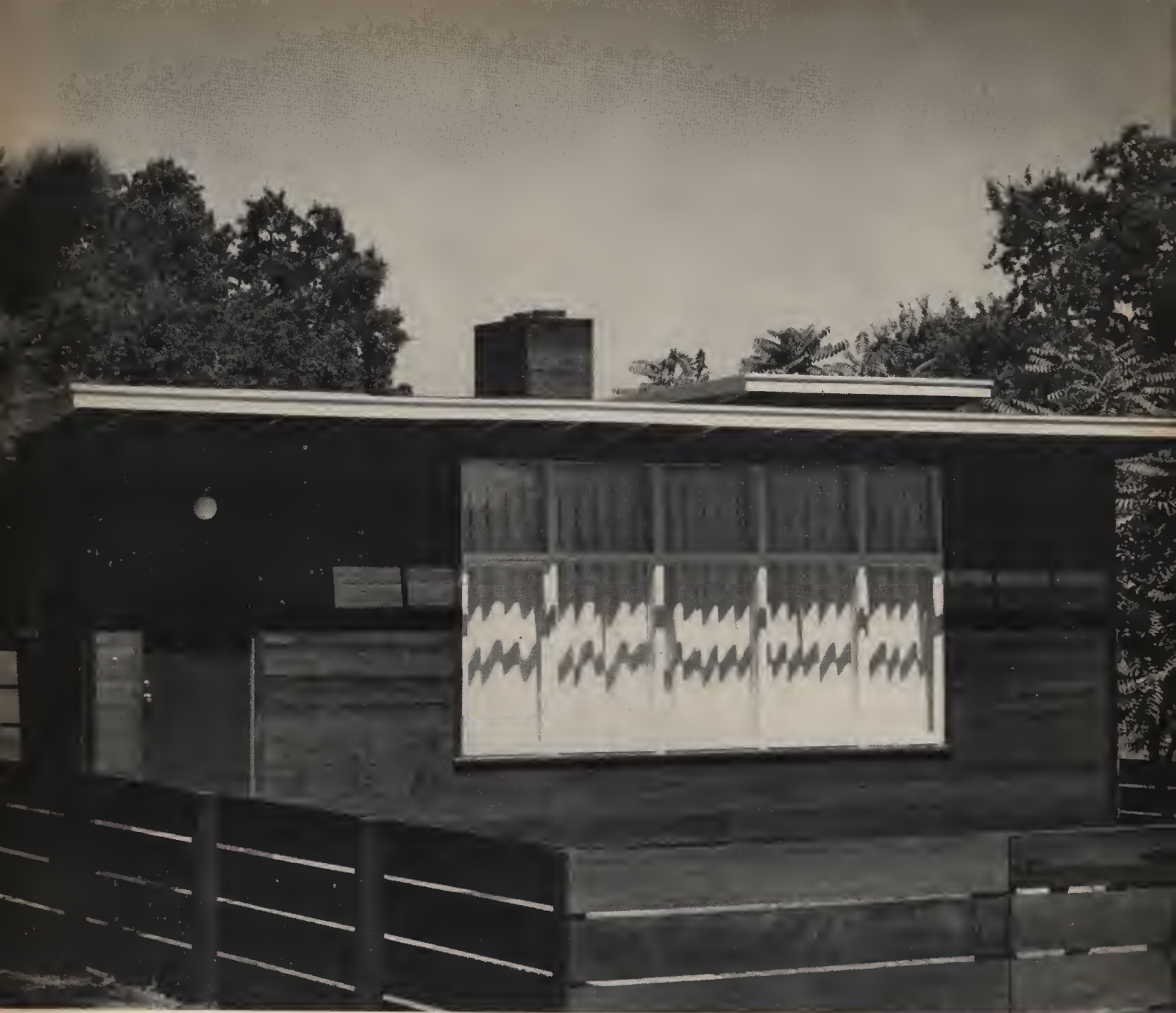


6



3



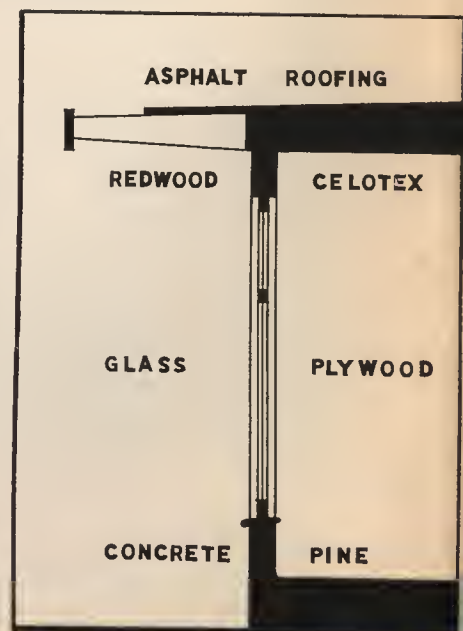
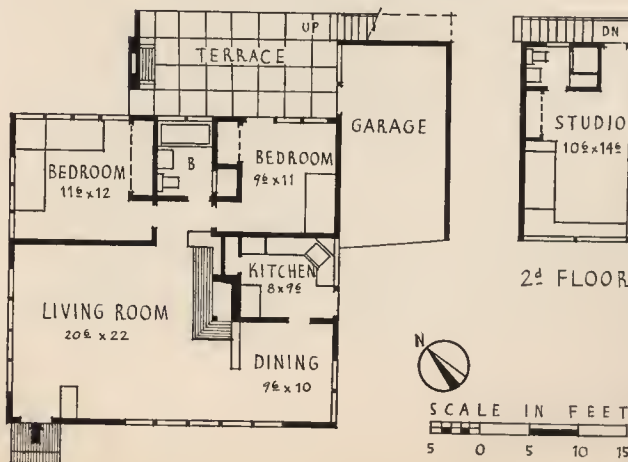
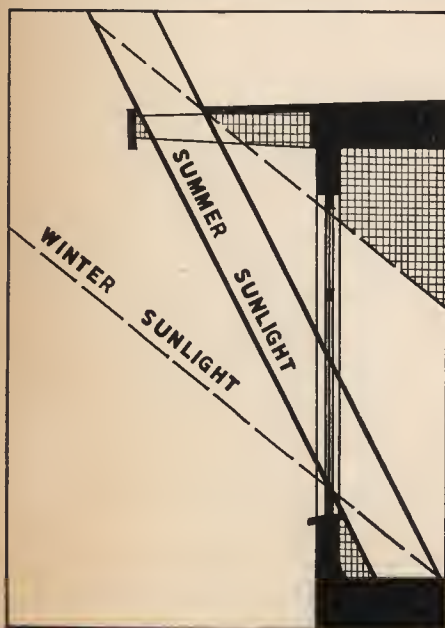


HOUSE IN MENLO PARK, MARIO CORBETT, ARCHITECT

(Noskowiak photo.)

No. D-6

\$23.20 per month to own
(F.H.A. Title II—25 Years)





SPECIFICATION OUTLINE

FOUNDATION—Concrete
EXTERIOR WALLS AND ROOF—Hand split
redwood shakes
INTERIOR WALLS AND CEILINGS—Redwood
FIREPLACES—Local stone
WINDOWS—Western pine with Valentine
casement hardware
HARDWARE—Russwin from Lee Hardware Co.,
San Francisco
SEPTIC TANK—Redwood
EXTERIOR STAIN—Cabots creosote bleaching
oil
PLUMBING FIXTURES—Crane Co.

HARDWARE—Russwin from Lee Hardware Co.,
San Francisco

SEPTIC TANK—Redwood
EXTERIOR STAIN—Cabots creosote bleaching
oil

PLUMBING FIXTURES—Crane Co.



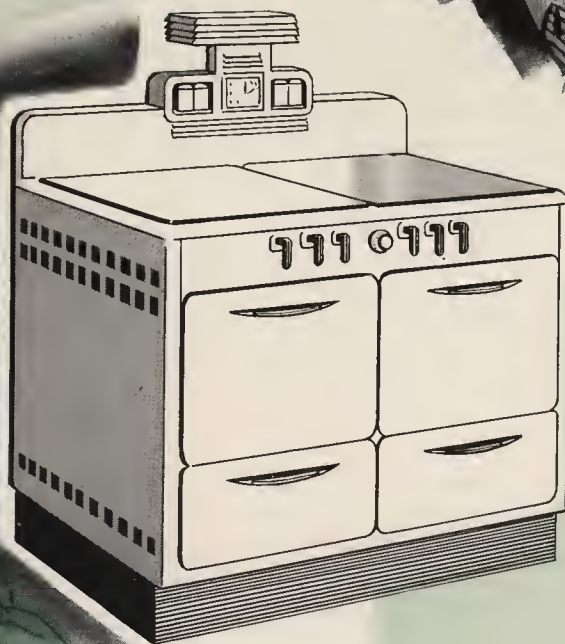
Whatever
WE'LL



Gas COOKERY PUTS THE KITCHEN AND THE BUDGET "AT EASE"

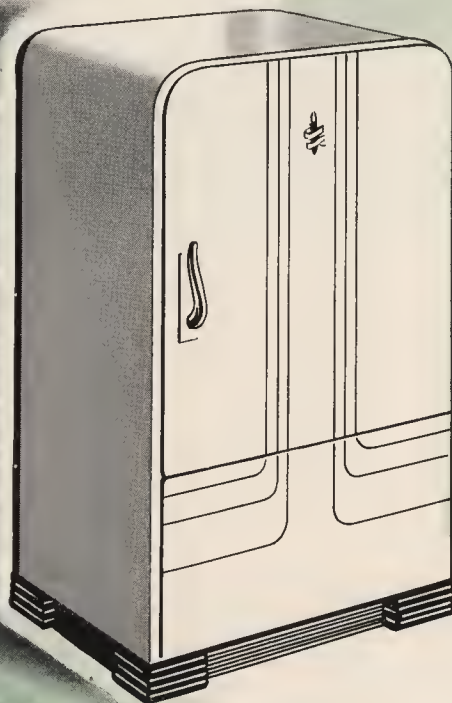
Today's CP* gas range makes every day Independence Day—guarantees your right to kitchen liberty, as well as perfect meals at top speed and bottom cost. ★ Self-lighting burners flash from low simmer to high heat at finger-tip command. Automatic oven controls keep an eye on both time and temperature, *while you enjoy off-duty hours*. Oven heat is sealed in, so the cook stays serenely cool. And "speed without smoke" is the gas password to better broiling. ★ All these advantages—plus true artistry of design and finish—are yours for carefree years at worryfree cost. You save on fuel, on upkeep, on food—less meat shrinkage, no more failures. *Introduce your budget to a CP gas range...and see how they take to each other!*

*CP—Certified Performance



Gas REFRIGERATION IS UNIQUE.
SHOP, LOOK . . . AND LISTEN!

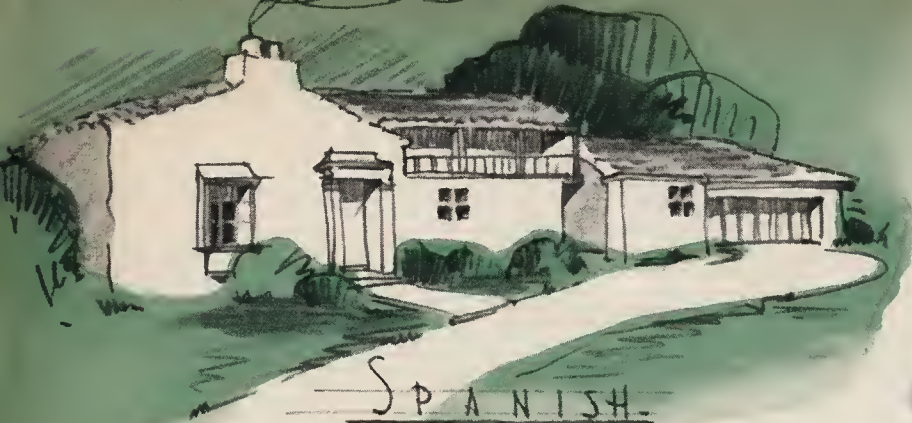
Revolutionary in principle, gas refrigeration gives you all the advantages of other methods—and *then goes on from there*. Silent as a burning candle, the gas refrigerator is operated by a tiny gas flame. *No moving parts*. Think what that means in upkeep economy and quiet dependability, year-after-year! ★ Conveniences galore: special shelves and compartments for all kinds of food, all degrees of cold—fast freezing cube trays with trigger release—and cold indicator . . . to name just a few features. Not overlooking, of course, the beautiful, streamlined design. ★ Gas refrigerator owners agree you can count on operating costs as low as 2c a day, on food savings averaging \$8 a month. ★ Terms are cooperative. *Shop, look, listen—and compare!*



GAS
FIRST CHOICE
4

FOR YOUR BIG JOBS

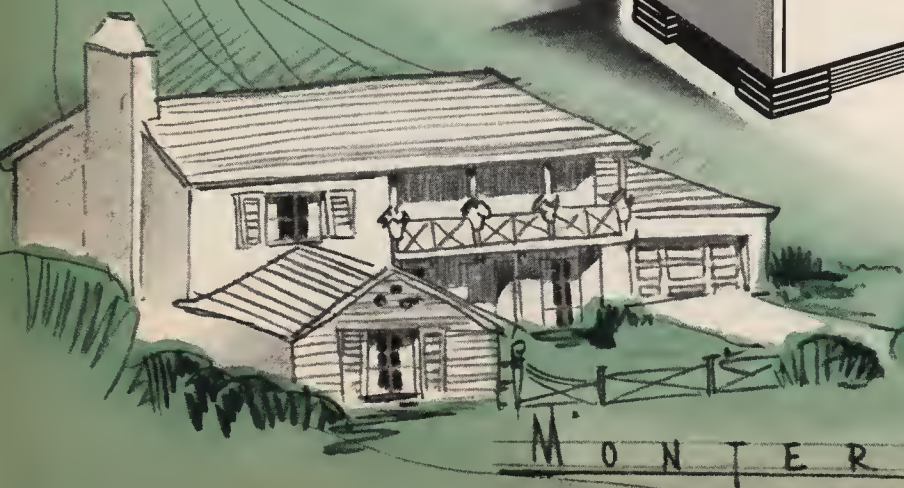
COOKING
HEATING



SPANISH



FRENCH PROVINCIAL



MONTEREY

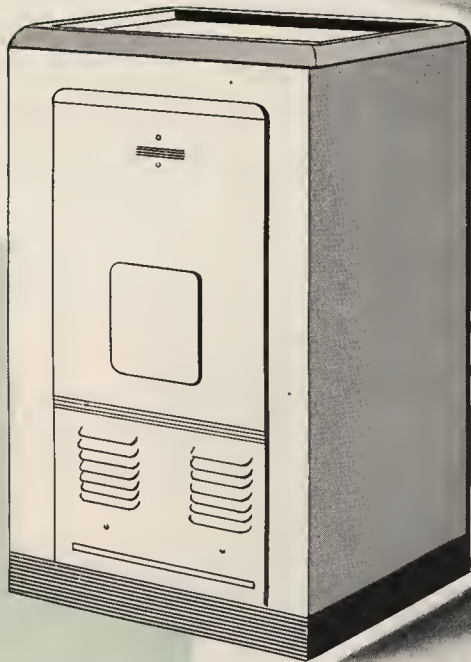
THE STYLE ... PLAN *All-Gas*



CAPE COD.

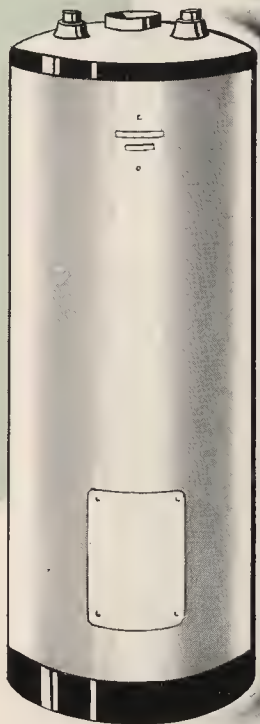
Gas HEAT...A FINGER TOUCH, AND PRESTO! IT'S JUNE INDOORS

Toss away the calendar and leave thermometer readings to the weather man. With quick, clean, controllable gas heating, outdoor climate has no relationship to indoor comfort. ★ Automatic control enables you just to *set it and forget it*. Uniform, healthful warmth "takes over"; cold and dampness surrender, and silently steal away. ★ Smoke, dust and soot just *aren't*, for gas is the high efficiency "heart fuel" that burns cleanly, completely, without waste. ★ Choose from countless types and models, a gas furnace or unit heater "tailored" to *your* home. Favorable gas rates bring fuel costs under close budget control. And you pay only for what you use, after you use it. *Don't endure outmoded heating methods. Go modern—with gas.*



Gas WATER HEATING MEANS... HOT WATER WHEN YOU WANT IT

"You want what you want when you want it." Could Gilbert and Sullivan have been thinking of hot water when they immortalized this jingle more than 60 years ago? Certainly nothing is more annoying than a "hot" faucet that runs cold! ★ But mere wishing, or "tea-kettling," or coddling a broken-down old heater won't solve the problem; a modern *automatic* gas water heater *will*. ★ Just be sure you choose a reliable make, of ample capacity for your household needs, and have it expertly installed. That's the end of "Hot Water Blues," the beginning of "Happy Days Are Here Again." ★ Give *your* family this modern luxury without a "luxury tax." *Mere pennies-per-day pays the bills*, so start today the all-gas way.



COLONIAL.

TELL YOUR ARCHITECT OR BUILDER YOU WANT A MODERN HOME, AN ALL-GAS HOME. ★ *WHATEVER THE STYLE OF HOUSE YOU BUILD OR OWN, GAS FOR THE 4 BIG JOBS WILL MAKE LIFE EASIER—AND MORE FUN! CONSULT YOUR OWN GAS COMPANY OR APPLIANCE DEALER.*



CALIF. FARMHOUSE.

WATER HEATING
REFRIGERATION

No.

LAFAYETTE



1

2

WILLIAM CLEMENT



3



housing

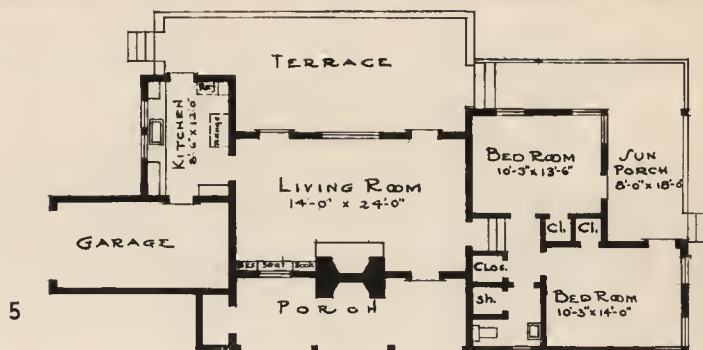
D-8

CALIFORNIA



4

AMBROSE, ARCHITECT



5

\$36.45 per month to own
(F.H.A. Title II—25 Years)

General Contractor:
T. D. Courtright

Cost—\$5,500.00

SPECIFICATION OUTLINE

FOUNDATION—Concrete
FRAME—Douglas fir
EXTERIOR WALL FINISH AND TRIM—Red-wood
ROOF—Hand split cedar shingles
INTERIOR WALL FINISH—Knotty pine and sand finish plaster
FIREPLACES—Used brick with Miller cast-iron dampers
WINDOW SASH—Western pine, "A" quality glass, and factory type steel sash for large steel window
HARDWARE—Russwin from Maxwell Hardware Co.
PLUMBING FIXTURES—Standard Sanitary
WATER HEATER—Wesix Electric

- 1 FRONT PERSPECTIVE
- 2 FRONT PORCH AND LAWN
- 3 LIVING ROOM
- 4 ELEVATION FROM REAR
- 5 FLOOR PLAN

No. D-9

**NILES, CALIFORNIA
(ADOBE ACRES)**

FRED REIMERS, ARCHITECT

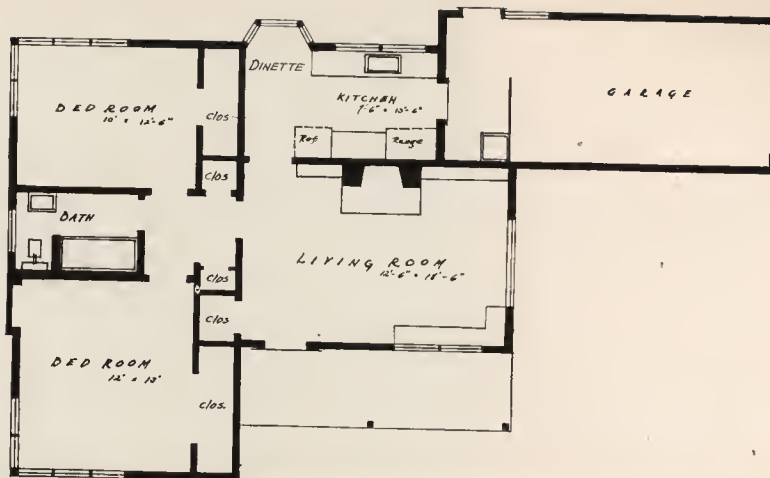
\$35.00 per month to own
(F.H.A. Title II—25 Years)

Selling Price—\$5,950.00

Mortgage—\$4500.00

Builder: J. Meconi

Financing Agent:
Central Bank of Oakland



A PRODUCTIVE HOME

(See pages 125 & 141)

SPECIFICATION OUTLINE

FOUNDATION—Concrete, M. Silva
WALLS—Frame, Hanson Co., Contractor
EXTERIOR SURFACE—Rustic, Hanson Co., Contractor
EXTERIOR TRIM—Redwood, San Carlos Mill, Contractor
WINDOWS—Wood Sash, San Carlos Mill, Contractor
GLAZING—Libbey-Owens-Ford Glass Co.
ROOF—Cedar Shakes, Dunbar Co.
PAINT—3 coat Fullers—W. P. Fuller Co.—A. Carli, Painter
SHEET METAL—Galvanized Steel—A. Peterson & Son, Hayward
LANDSCAPING—California Nursery
FENCES—Wood, California Nursery
INTERIOR SURFACES—Stucco and Paper, J. Terranova

FLOORS—Oak, J. Terranova
KITCHEN FLOOR—Linoleum, John Breuner Co.
BATH FLOOR—Tile, R. W. City Tile Co.
BATH WALLS—Tile and Paint—R. W. City Tile Co.
SHADES—Steel Venetian Blinds, John Breuner Co.
PLUMBING FIXTURES—Standard Sanitary Supply Co., Frick Plumbing Co.
LIGHT FIXTURES—Centerville Electric Co.
WIRING—Standard, Centerville Electric Co.
CABINETS—Wood Cabinets, San Carlos Mill, Contractor
HEATING—Floor Furnace, Atlas Heating Co.
HOT WATER HEATER—Universal, Frick Plumbing Co.
HARDWARE—Schlage, Palace Hardware, Contractor
SCREENS—Bronze Screens, San Carlos Mill, Contractor
FURNISHINGS—John Breuner Co.

No. D-10
GARDEN VILLAGE
 (SAN MATEO COUNTY)
A. H. LARSEN, ARCHITECT

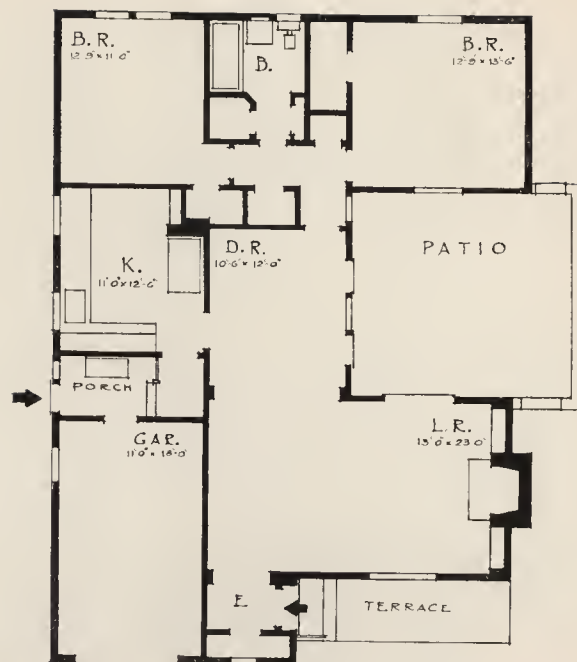
\$39.20 per month to own
 (F.H.A. Title II—25 Years)

Owner and Builder: Paul A. Wolter

Financing Agent: Bank of America

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 EXTERIOR SURFACE—Redwood Rustic
 WINDOWS—Pine Casement
 CHIMNEY—Brick
 ROOF—No. 1 Red Cedar Shingles
 HEATER—Gas Circulating Warm Air Furnace
 FENCES—Redwood Grapestake





No. D-11 STYLED IN "WESTERN PINES"

OAKLAND, CALIF.
SHEFFIELD VILLAGE

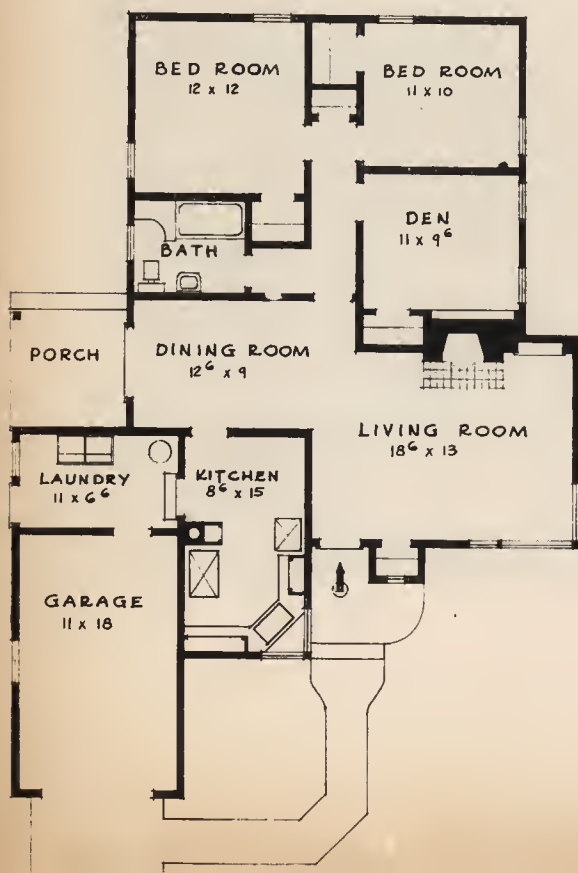
THEODORE N. THOMPSON, ARCHITECT

Construction: E. B. Field Company

\$40.40 per month to own

(F.H.A. Title II—25 Years)

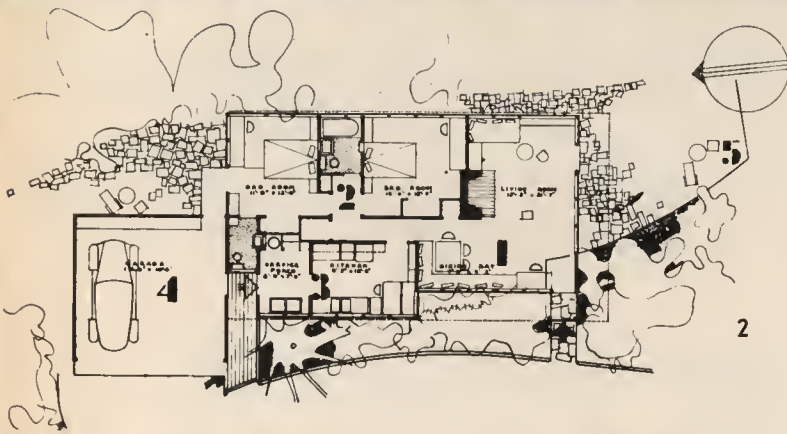
Cost—\$6,000.00



SPECIFICATION OUTLINE

WALLS—Exterior—1x10 Select Ponderosa Pine Rustic
 ROOF—Red Cedar Shingles
 INTERIOR TRIM—Ponderosa Pine
 WINDOWS—Sugar Pine Sash, Matheny Sash & Door Co.
 OUTSIDE DOORS—Sugar Pine, Matheny Sash & Door Co.
 OUTSIDE PAINT—Pittsburgh & DuPont Paints
 LANDSCAPING—Sheffield Landscape & Decorators Studio, Marie Struble, Supervisor
 INTERIOR DOORS—Ponderosa Pine and Fir, Sheffield Woodwork
 MANTEL—Ponderosa Pine, Sheffield Woodwork
 MOULDINGS—Ponderosa Pine and Sugar Pine
 BATH FLOOR AND WALLS—Tile, Pacific Tile, Kooyman, Contractor
 PLUMBING FIXTURES—Briggs Beauty Ware
 INTERIOR PAINT—DuPont and Pittsburgh
 CABINETS—Sugar Pine and Ponderosa Pine, Sheffield Woodwork
 HEATING—Aladdin
 HOT WATER HEATER—Briggs Automatic
 HARDWARE—
 SCREENS—Roll-Away Screen Company, Berkeley
 LUMBER—Smith Lumber Company, Oakland





No. D-12

LOS ANGELES, CALIFORNIA

R. J. NUETRA, ARCHITECT

Builder: Eric F. Nelson

SPECIFICATION OUTLINE

FOUNDATION—Reinforced concrete—Victor Portland Cement—Consolidated Rock Prod.
WALLS—Standardized diagonally braced timber chassis—L. A. Lounsberry—Eric F. Nelson
EXTERIOR SURFACE—Redwood siding—L. A. Lounsberry—Eric F. Nelson
EXTERIOR TRIM—Redwood—L. A. Lounsberry—Eric F. Nelson
WINDOWS—Steel Sash—Druwhit—Eric F. Nelson
GLAZING—D.S.A.—Libbey, Owens, Ford—Tyre Bros.
ROOF—Gravel roof—Pabco—Security Roofers
PAINT—Oil trim, Nat. oil fin.—Leon Finch—Jacobsen
SHEET METAL—26 ga. G.I.—Republic—Krieger Bros.
LANDSCAPING—Existing old pepper trees, and lawn by owner
INTERIOR SURFACES—Plaster & Plywood Panels—L. A. Lounsberry
FLOORS—Concrete—Victor Portland Cement—Consolidated Rock Prod.
KITCHEN FLOOR—Integrally colored cement—Victor Portland Cement—Consolidated Rock Prod.
BATH FLOOR—Integrally colored cement—Victor Portland Cement—Consolidated Rock Prod.
BATH WALLS—Keenes cement over Plum. fixtures, Enamel Paint over plaster—Leon Finch—Jacobsen
PLUMBING FIXTURES—Crane—United Plumbing Co.
LIGHT FIXTURES—Recessed light fixtures—Pryne—Mr. Powell
WIRING—Rubber insul. wires in flex. conduit—Gen. Elec.—Mr. Powell
CABINETS—Douglas Fir—L. A. Lounsberry—Eric F. Nelson
HEATING—Gas fired wall heater—Andrews—Andrews
HOT WATER HEATER—Automatic water heater—"General"—United Plumbing Co.
HARDWARE—Plymouth design—Schlage Lock Co.—Eric F. Nelson
SCREENS—Rol-screens # 16 G. screen—Druwhit—Eric F. Nelson
INCIDENTALS—Hall Mack Accessories—Eric F. Nelson

- 1 FRONT ELEVATION
- 2 FLOOR PLAN
- 3 LIVING ROOM
- 4 SIDE ELEVATION



No. D-13

HOUSE IN LOS ANGELES, CALIFORNIA, LEO BACHMAN, ARCHITECT

\$48.60 per month to own
(F.H.A. Title II—20 years)

Builder: Wm. Mellenthin

Financing Agent—
Security First National Bank

SPECIFICATION OUTLINE

WALLS—D. F. Frame, 1x4 vertical redwood siding; Stucco; Libbey, Owens, Ford Co. Glass Brick.

ROOF—Redwood Cedar Shingles, 7 inches to the weather

WINDOWS—Outswinging Wood Casements
INTERIOR SURFACES—Plaster, wood panelling and Celotex

INSULATION—Celotex

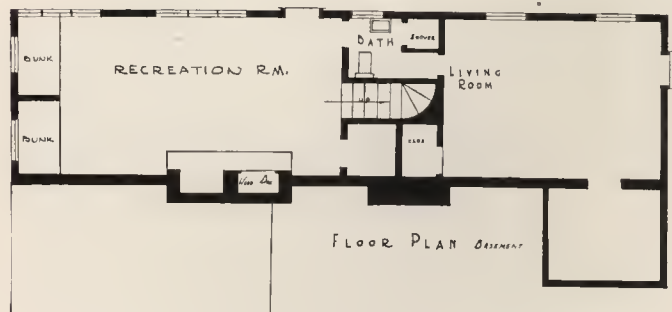
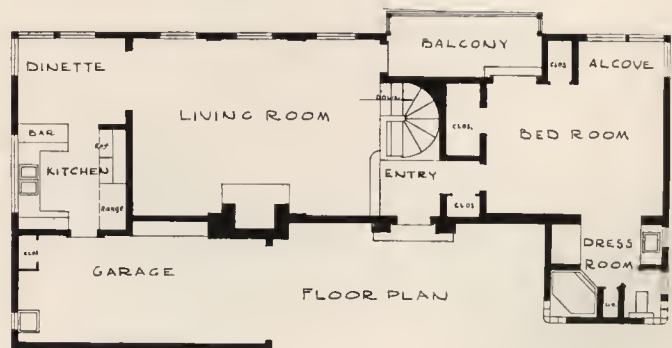
GLAZING—Fuller Glass Co.

BLINDS—Venetian

HEATING—Monarch Gas Furnace

PAINT—Exterior, General Paint Corp.; Interior, General Paint Corp., Sherwin Williams Corp.

PLUMBING—Standard Sanitary Mfg. Co.







No. D-14

DIABLO BOULEVARD, CONTRA COSTA COUNTY, CALIFORNIA

MALCOLM D. REYNOLDS AND LOY CHAMBERLAIN, ARCHITECTS

\$51.15 per month to own

(F.H.A. Title II—20 Years)

Cost—\$6,200.00

SPECIFICATION OUTLINE

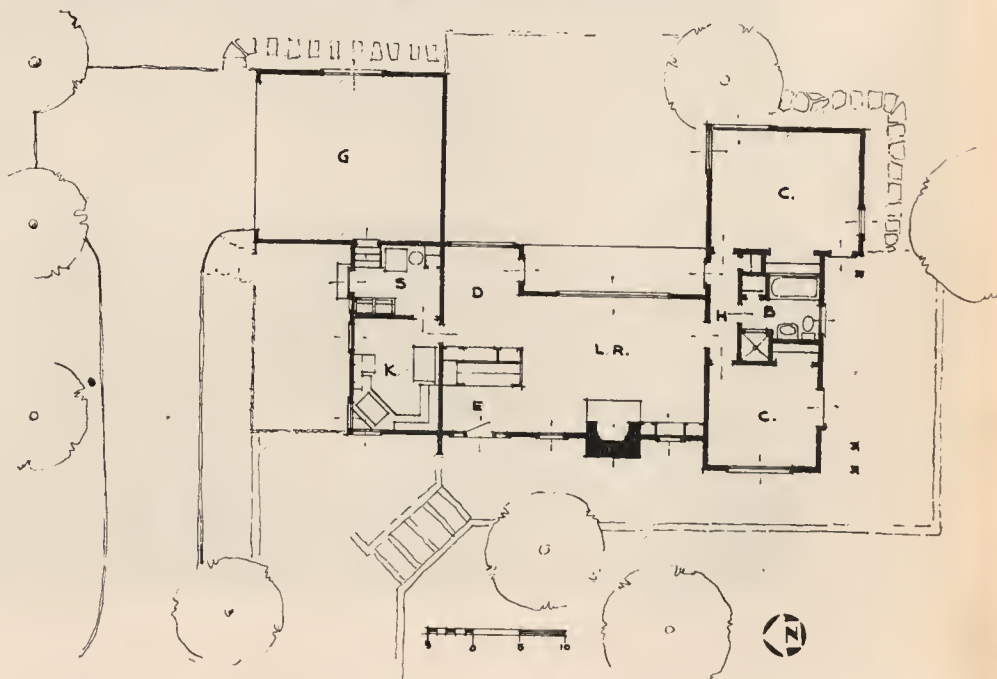
EXTERIOR WALLS—Creo-Dipt cedar shakes, double coursed

ROOF—No. 1 cedar shingles, doubled every fifth course

WINDOWS—Pine casement

INTERIOR WALLS—California stucco and enamel plaster

HEATING—Two Atlas floor furnaces, thermostatically controlled





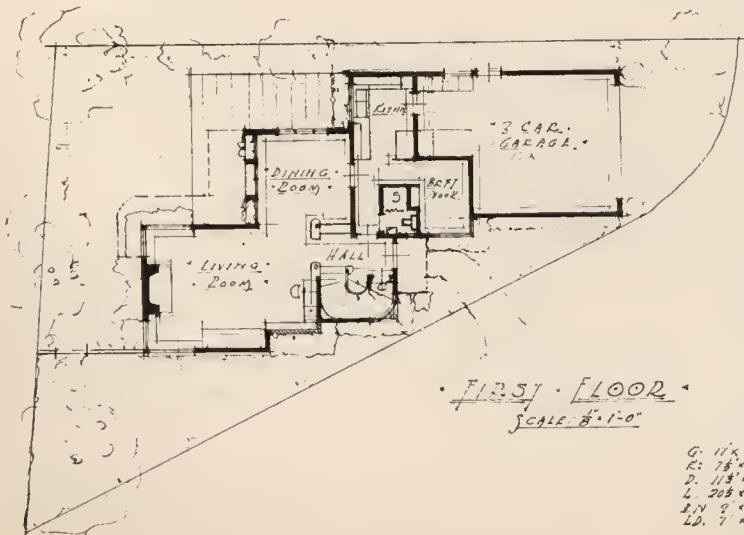
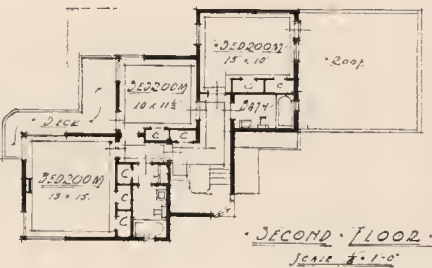
No. D-15

HOUSE IN SAN FRANCISCO, CALIFORNIA

VINCENT G. RANEY, ARCHITECT

\$54.35 per month to own

(F.H.A. Title II—20 years)



G. 11' x 1 1/2'
R. 7'8" x 10'
D. 11'8" x 11'
L. 20'8" x 15'
B.N. 5' x 7'
B.D. 7' x 10'





No. D-16

HOUSE IN LOS ANGELES, CALIFORNIA, LEO BACHMAN, ARCHITECT

\$57.75 per month to own

(F.H.A. Title II—20 years)

SPECIFICATION OUTLINE

WALLS—Douglas Fir frame, redwood siding

ROOF—No. 1 redwood cedar shingles

EXTERIOR TRIM—Redwood

GLAZING—Fuller Glass Co.

KITCHEN FLOOR—Armstrong Linoleum

BATHROOM—Tile, Pomona Tile Mfg. Co.

HEATING—Ward Heating Co.

PAINT—General Paint Corp., Columbia Varnish Co.

PLUMBING FIXTURES—Standard Sanitary Mfg. Co.

SHOWER DOOR—Modern Metal Arts Co.





No. D-17

ATHERTON, CALIFORNIA

MARIO CORBETT, ARCHITECT

\$65.00 per month to own

(F.H.A. Title II—20 Years)

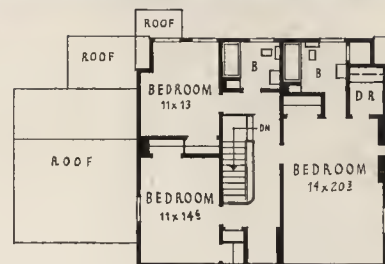
Cost—\$9,500.00

Financed for—\$8,000.00

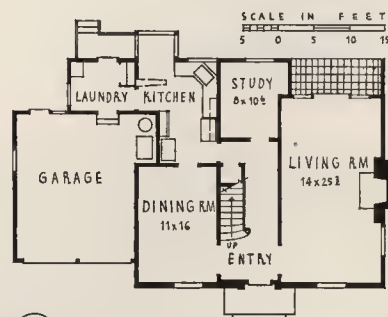
Builder: C. W. Kemper

SPECIFICATION OUTLINE

FOUNDATION—Portland Cement
WALLS—Brick, Cement, Plaster and Redwood
 above second floor level
EXTERIOR SURFACE—Brick Natural, Brush coat
 plaster L & O Redwood
EXTERIOR TRIM—Redwood
WINDOWS—Sugar Pine
GLAZING—Libbey-Owens-Ford
ROOF—Redwood Singles
PAINT—Sherwin Williams
SHEET METAL—Galvanized Iron
FENCES—Redwood
INTERIOR SURFACES—Smooth putty coat
 plaster and special pine panelling
FLOORS—Plain oak, surfaced with Min-Wax
KITCHEN FLOOR—Linoleum
BATH FLOOR—Linoleum
BATH WALLS—Gladding McBean Co.—Tiles
 and smooth putty coat plaster
SHADES—Venetian blinds and cloth roll shades
PLUMBING FIXTURES—Crane Co.
LIGHT FIXTURES—Boyd Fixture Co.
WIRING—Graybar Electric Co.
CABINETS—Milled pine
HEATING—"Clipper" gas fired forced warm-air
HOT WATER HEATER—Crane Co.
HARDWARE—Russel Erwin, Lee Hardware Co.
SCREENS—Copper



SECOND FLOOR PLAN



FIRST FLOOR PLAN





1

2



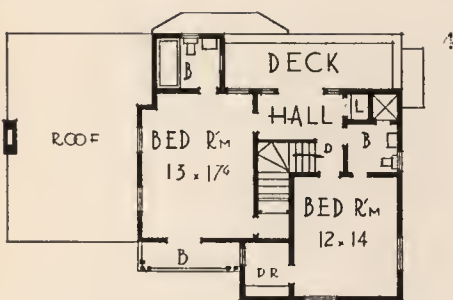
**No. D-18
PIEDMONT, CALIFORNIA
MARIO CORBETT, ARCHITECT**

**\$70.50 per month to own
(F.H.A. Title II—20 Years)
Cost—\$8,600.00
Builder: Olmquist (Oakland)**

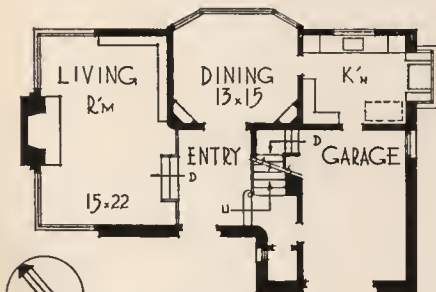
- 1 FRONT ELEVATION
- 2 DETAIL OF CORNER WINDOW
- 3 LIVING ROOM
- 4 FLOOR PLANS



3



SECOND FLOOR PLAN



FIRST FLOOR PLAN

0 5 10 15

SPECIFICATION OUTLINE

FOUNDATION—Portland cement
 WALLS—Frame, brick veneer, stucco and redwood siding above second floor
 EXTERIOR TRIM—Redwood
 WINDOWS—Sugar pine
 GLAZING—Libbey-Owens-Ford
 ROOF—Redwood shakes
 PAINT—W. P. Fuller
 SHEET METAL—Galvanized iron, U. S. Steel
 INTERIOR SURFACES—Smooth plaster, brick fireplace wall, tile baths and kitchen by Gladding-McBean
 FLOORS—Plain and plank oak, tile baths
 KITCHEN FLOOR—Linoleum, Armstrong
 BATH FLOOR—Tile, Gladding-McBean
 BATH WALLS—Tile and plaster
 SHADES—Ry-Lock
 PLUMBING FIXTURES—The Crane Co.
 WIRING—General Electric
 CABINETS—Lannom Bros.
 HEATING—Gas, warm air furnace
 HOT WATER HEATER—Gas fired
 HARDWARE—Russwin, Irwin
 SCREENS—Copper

Photo by Foreman



No. D-19

HOUSE IN SAN MATEO, CALIFORNIA

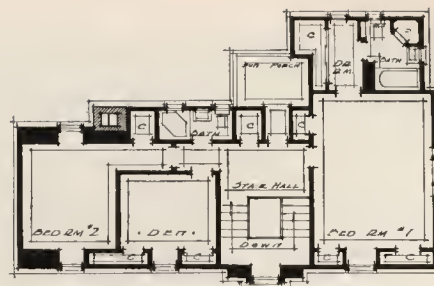
VINCENT G. RANEY, ARCHITECT

\$76.00 per month to own
(F.H.A. Title II—20 years)

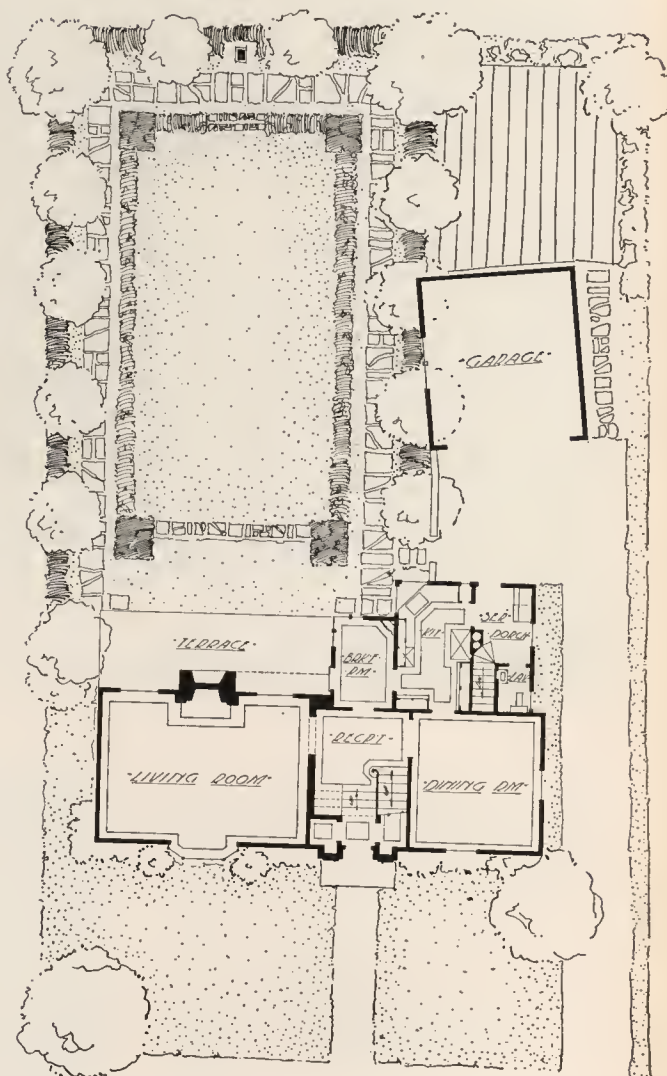
Builder: Frank Ferrea

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Pacific Portland Cement Company
 FRAME—Douglas fir
 EXTERIOR SURFACE—Portland cement stucco, Pacific Portland Cement Co.; and brick veneer
 EXTERIOR TRIM—Redwood
 ROOF—Red cedar shakes
 FIREPLACE—Damper, Superior Smoke Proof
 FIREBOX LINING—Port Costa splits
 BRICK—Port Costa
 WINDOWS—Ponderosa pine
 GLASS—Pennvernon
 BATH ACCESSORIES—Hall-Mack Aristochrome
 TILE—Gladding-McBean
 PLUMBING FIXTURES—Standard, Sanitary Supply Co.
 PAINT—Exterior: Sherwin Williams lead and oil
 Interior: Fullers washable wallpaper
 FURNACE—Atlas Forced Air



2



3

1. FRONT ELEVATION

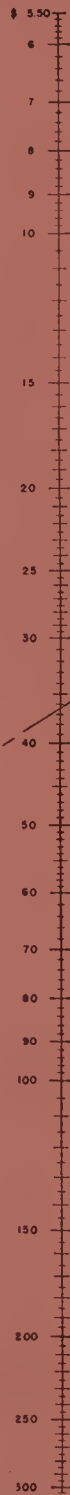
2. SECOND FLOOR PLAN

3. FIRST FLOOR AND LANDSCAPING

SCALE
A
FACE VALUE
OF LOAN



SCALE
C
MONTHLY MORTGAGE
PAYMENT



SCALE
B
TERM OF LOAN



F H A MONTHLY MORTGAGE PAYMENT COMPUTING CHART

(PAYMENT TO PRINCIPAL, 4½% INTEREST,
AND AVERAGE ½% F.H.A. INSURANCE PREMIUM)

\$36.33 per month
See explanation below.

INSTRUCTIONS

LAY STRAIGHT-EDGE ACROSS SCALES "A" AND "B" SO THAT IT CROSSES SCALE "A" AT THE POINT REPRESENTING THE AMOUNT OF THE LOAN AND CROSSES SCALE "B" AT THE POINT REPRESENTING THE TERM OF THE LOAN. THE READING AT THE POINT WHERE THE STRAIGHT-EDGE CROSSES SCALE "C" INDICATES THE AMOUNT OF THE MONTHLY MORTGAGE PAYMENT: THAT IS, THE TOTAL PAID BY THE BORROWER EACH MONTH FOR PRINCIPAL, TO AMORTIZE COMPLETELY AN F.H.A. 4½% MORTGAGE BY THE END OF THE INDICATED TERM OF LOAN, FOR INTEREST, AND FOR THE AVERAGE F.H.A. MORTGAGE INSURANCE PREMIUM.

FOR EXAMPLE, TO COMPUTE THE MONTHLY MORTGAGE PAYMENT ON A \$5,000 MORTGAGE FOR 17 YEARS, PLACE THE STRAIGHT-EDGE ACROSS SCALE "A" AT THE POINT REPRESENTING \$5,000, AND ACROSS SCALE "B" AT THE POINT MARKED "17 YEARS". THE READING AT THE POINT WHERE THE STRAIGHT-EDGE CROSSES SCALE "C" SHOWS THAT THE MONTHLY MORTGAGE PAYMENT IS BETWEEN \$36.00 AND \$37.00. SINCE THE POINT OF CROSSING IS ABOUT ONE-THIRD THE DISTANCE BETWEEN \$36.00 AND \$37.00, THE INDICATED AMOUNT IS \$36.33.

FEDERAL HOUSING ADMINISTRATION
DIVISION OF ECONOMICS AND STATISTICS

For approximate total of monthly cost including fire insurance and taxes add
13½ cents per \$100 of total cost of house and lot.

The Home Your Rent Will Buy

—up to \$6000. with 90% F. H. A. Loan with 25 Years to Pay

at 4½% Interest and ½ of 1% F.H.A. Insurance

With an Income of (Monthly)	You Now Pay RENT	FHA Will Approve Your Purchase of				You Pay Off Loan In 25 Years and SAVE		
		A Home for	With a 90% FHA Loan at	Requiring Monthly Payment of	Provided you have		Monthly	Total Without Interest
					In Cash or Lot	Cost of plus Financing		
\$100	\$25	\$ 2,250	\$2,000	\$15.05	\$ 300	\$ 80	\$ 9.95	\$2900
100	25	2,500	2,200	16.55	300	90	8.45	2400
100	25	2,750	2,400	18.00	300	100	7.00	2000
100	25	3,000	2,700	20.20	300	122	4.80	1430
117	28	3,500	3,100	23.20	400	140	4.80	1430
134	34	4,000	3,600	26.95	400	162	7.05	2000
150	38	4,500	4,000	29.00	500	180	9.00	2700
167	42	5,000	4,500	32.65	500	202	9.35	2800
184	46	5,500	4,900	36.45	600	220	9.55	2860
200	50	6,000	5,400	40.40	600	240	9.60	2880

Valued at $\left. \begin{array}{l} \$ 6,100 \\ \text{to} \\ \$10,000 \end{array} \right\}$ with 90% and 80% Loan Payable in 20 Years

\$217	\$54	\$ 6,500	\$5,800	\$47.85	\$ 700	\$250	\$ 6.15	\$1460
235	57	7,000	6,200	51.15	800	255	5.85	1380
250	62	7,500	6,600	54.35	900	260	7.65	1830
265	65	8,000	7,000	57.50	1,000	265	7.50	1800
300	75	9,000	7,800	62.60	1,200	275	12.40	2920
335	85	10,000	8,600	70.05	1,400	285	14.95	3585

Monthly Payment is principal payment on loan plus 4½% interest, ½ of 1% F.H.A. insurance, estimated taxes and fire insurance premium.

Cost of Financing is an average allowance for all incidental costs.

For exact costs consult local financing institutions.



No. D-20

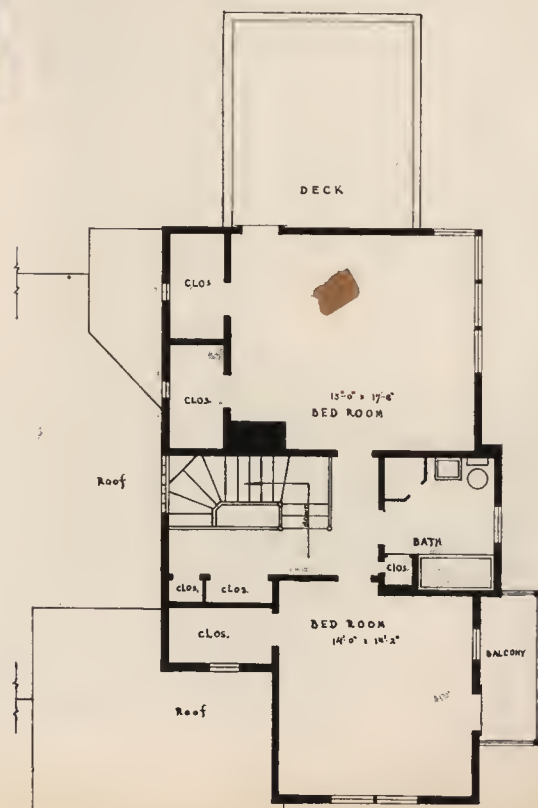
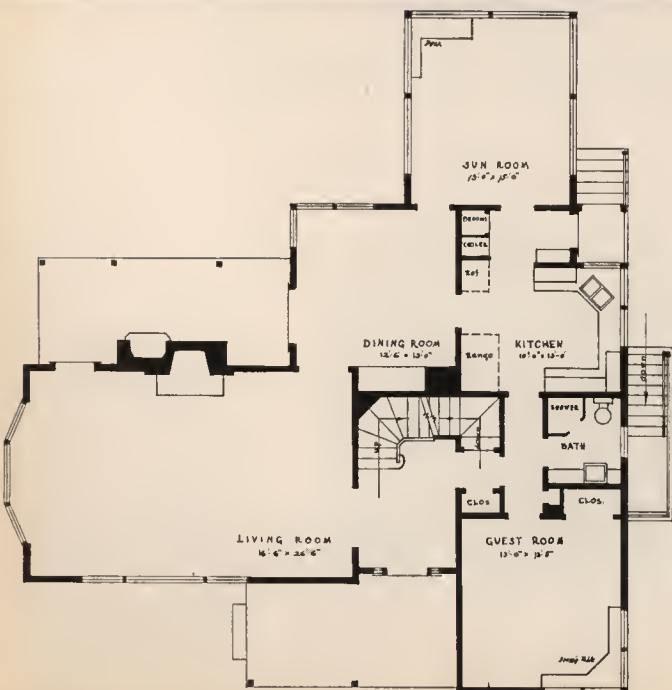


PIEDMONT, CALIFORNIA **WILLIAMS & WASTELL, ARCHITECTS**

Builder: H. C. Pfrang
 Selling Price: \$11,500.00

SPECIFICATION OUTLINE

EXTERIOR SURFACE—Plaster & cement, Pacific Portland Cement Co.
 WINDOWS—Steel Sash, Fenestra
 PAINT—W. P. Fuller Co.
 FENCES—Wire—Anchor Post Fence Co.
 SHOWERS—Stainless Steel Products Co.
 PLUMBING FIXTURES—Crane
 BRICK PAVING—Richmond Brick Co.
 FIREPLACE—Richmond Brick Co.
 OUTDOOR FIREPLACE—Richmond Brick Co.





1



3



2

No. D-21

**REMODELED HOUSE
IN SAN FRANCISCO, CALIFORNIA
VINCENT G. RANEY, ARCHITECT**

Builder: John Munson

1. BEFORE REMODELING
2. ARCHITECTS' SKETCH
3. COMPLETED JOB

Your Architect and Builder Provide PHYSICAL Comfort



Your Home-Town Agent Provides “MENTAL COMFORT”

In buying or building a home today, you get more *physical* comfort for your money than ever before. But what about *mental* comfort—will your new investment bring worry or peace of mind? ☆ Your Home-Town Insurance Agent will gladly analyze your needs and design a plan of protection that will give you *the right to feel secure*. He will make sure that your equity as well as the mortgagee's is fully covered—that your household goods and

other possessions are protected, that liability risks are carefully considered. He will gladly explain Fireman's Fund 9-point policy which for a few cents a day protects your home and furnishings against fire and 8 other hazards. ☆ Send now for Fireman's Fund Household Inventory. List your possessions. Then have your Home-Town Agent provide protection backed by the Strength, Permanence and Stability of Fireman's Fund.

Send post
card for
FREE
20-Page
Household
Inventory
to list your
possessions

Fire • Automobile • Marine • Casualty • Fidelity • Surety

FIREMAN'S FUND GROUP

FIREMAN'S FUND INSURANCE COMPANY

HOME FIRE & MARINE Insurance Company	★	FIREMAN'S FUND Indemnity Company
OCCIDENTAL Insurance Company	SAN FRANCISCO	OCCIDENTAL Indemnity Company

New York • Chicago • Los Angeles • Boston • Atlanta

DEPENDABLE INSURANCE SINCE 1863



THE BEST HEATING PLANT FOR SMALL HOMES ON THE MARKET TODAY

**Home Owners, Builders,
Contractors, Architects,
*Here's Real Comfort at Low Cost!***

Thousands of satisfied users praise the great comfort, convenience, cleanliness and economy of their H. C. Little oil-burning floor furnaces. No other heating unit combines so many advantages for the small-home owner. No other unit offers so many exclusive features.

The patented burner uses cheap No. 3 furnace oil . . . has no moving parts . . . produces no smoke, no soot, no dust, no ashes. The patented C. I. ignition system provides completely automatic operation with thermostatic control . . . and *no* pilot light, another exclusive feature which is outstanding. In your own interest, compare these, and the following H. C. Little floor furnace features, with those of any other heating unit on the market.



ECONOMICAL—This floor furnace saves 30% to 40% in fuel costs for the same amount of heat, as compared to many units burning other types of fuel.

SAFE—The H. C. Little floor furnace is listed by the Underwriters' Laboratories of the National Board of Fire Underwriters. To date is the only floor furnace so listed.

GUARANTEED—When properly installed by an Authorized H. C. Little dealer and operated under normal conditions, this floor furnace gives years of satisfactory service. Many units have been operating successfully over eight years, an excellent record. With each unit we give a written factory guarantee, extending up to ten years, on a pro-rata basis.

MANY USES—You can install an H. C. Little oil-burning floor furnace in the heart of a city or in the most isolated mountain cabin, using an oil tank reservoir as your own entirely independent fuel source. Many owners of electric ranges use an H. C. Little floor furnace for heating and one of our oil-burning Aquatherm Water Heaters for domestic hot water. They find that this combination provides very low over-all operation cost, combined with reasonable installation price.

NO SOOT, NO SMOKE—When properly installed and operated, this unit will positively not produce soot or smoke. Your furniture and drapes are fully protected when you own an H. C. Little floor furnace.

ODORLESS—The combustion chamber is welded, gas-tight, made of *heavy* sheet steel. All products of combustion are vented outdoors. The unit is odorless . . . and safe.

NO PILOT LIGHT—This floor furnace has no pilot light to waste fuel or occasionally go out. With automatic control, it has a patented hot-wire electric igniter, which is exclusive with H. C. Little.

THERMO-LIMIT CONTROL—A patented safety feature of this unit is the Thermo-Limit Control Valve, which is exclusive with H. C. Little. This valve automatically prevents overheating. Should the floor register accidentally become covered while the unit is operating, no harm would result . . . a very important safety feature.

ADEQUATE CAPACITY—You are assured of abundant warmth with one of these floor furnaces. Your H. C. Little dealer can offer you either of two sizes . . . each with a very high relative capacity. The No. 70 will heat at least four rooms in luxurious comfort, while the No. 105 will heat a six room house in a moderate climate. And we don't mean "take off the chill" . . . we mean really heat . . . to a temperature that insures utmost bodily comfort, even when you are lightly dressed.

H. C. LITTLE

BURNER CO., INC.

Dept. H-2, San Rafael, Calif.

GET ALL THE FACTS NOW!

If you want added information, or the name of your local dealer, send us the Business Reply Card you will find elsewhere in this magazine. Why not do it now.



HOME OF HOMES

This house was first presented in the December, 1939, issue of HOUSING as an American Gas Association prize winning design. It has won a greater reader interest, by far, than any other home shown in HOUSING Magazine.

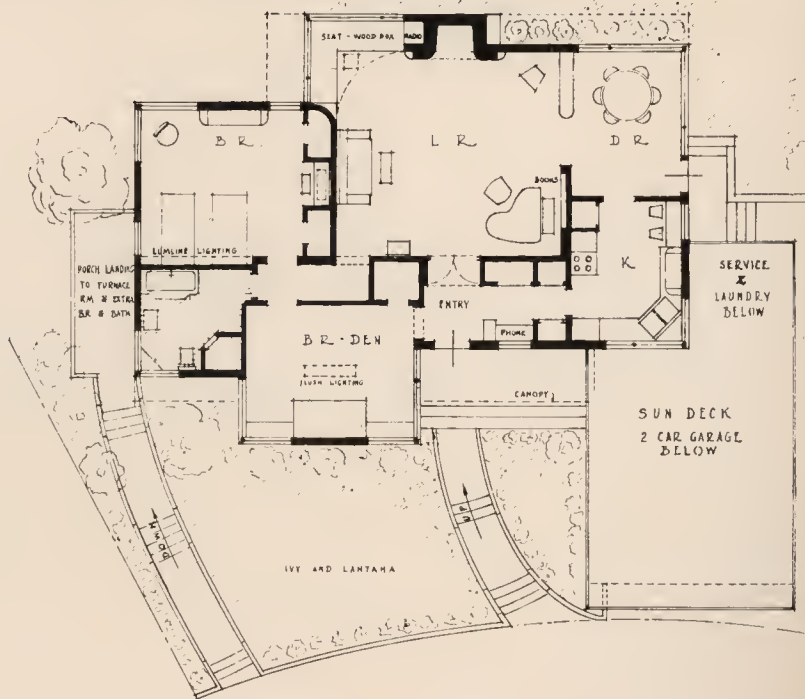
No. D-22 LOS ANGELES, CALIFORNIA

\$29.00 per month to own

Designer & Builder:
Raymond Stockdale

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Plaster
EXTERIOR SURFACE—Plaster and Redwood Rustic
EXTERIOR TRIM—Redwood
WINDOWS—Outswinging Casement
GLAZING—Double strength—Libbey, Owens, Ford
PAINT—Sherwin Williams Paint Co.
SHEET METAL—Galv. Iron—Armco
PLUMBING FIXTURES—Crane
HEATING—Payne Forced Draft
HOT WATER HEATER—General "Trojan"
HARDWARE—Schlage
GARAGE DOORS—"Safe" Overhead





Copyright 1940, Holmes Eureka Lumber Co.

REDWOOD HOME OF THE MONTH

MARIO CORBETT, ARCHITECT

No "trespassing" through one room to reach another, in this cleverly arranged floor plan. Privacy for all rooms, with plenty of natural light. View from large living room windows is unobstructed all the way through to far end of dining room. "The plan's the thing," explains Architect Mario Corbett.

But he didn't stop there, for his modernized version of the California ranch house is convincing proof that it pays to call in a competent architect. The smart looking exterior makes skillful use of Redwood siding. Two patterns, alternating flush and "V" joints, create the effect of double

width boards, the flush seams being invisible. Redwood also used for trim, gutters, foundation sills; and thick, rugged Redwood shakes.

The broad chimney and fireplace add a note of distinction. The brick pot shelf covers the shaft for dumb waiter, which supplies wood from the 3-car garage, below the living room.

Cost, including architect's fee, \$8,600. The cost of a similar structure would of course vary according to location and other factors. If purchased for \$8,600 through a 20-year F.H.A. loan, monthly payments would be approximately \$72.63.



"THE PLAN'S THE THING," SAYS MARIO CORBETT; "THAT'S WHERE TO START WITH DESIGNS FOR A HOME." FROM A QUICK STUDY OF THIS PLAN, IT IS OBVIOUS THAT THE ARCHITECT KNOWS HIS SUBJECT.

Principal and 4½% interest.....	\$54.28
Mortgage insurance (½ of 1%).....	3.60
Fire insurance (estimated).....	1.43
Taxes (approximate estimate).....	13.32
	\$72.63

Planning To Build?



Fine homes—large or small—are the result of expert guidance, service and co-operation.

Insure your plans coming true with quality products and experienced personnel. Why not consult us for complete information on all wood products and building specialties?

Douglas Fir—Redwood—Sugar and Ponderosa Pine—Plywood and Concrete Form Panels—Sash and Doors—Millwork—Insulation—Builder's Hardware.



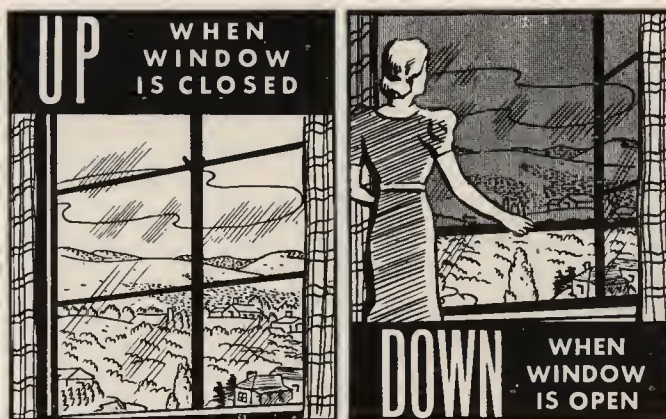
Now, you can own your own home, cheaper than rent. FHA loans will provide for all construction and landscaping at low monthly payments.

E. K. WOOD LUMBER COMPANY

SAN FRANCISCO: NO. 1 DRUMM STREET

Oakland
2111 Frederick Street

Los Angeles
4701 Santa Fe Avenue



Roll-Away WINDOW SCREENS

Rolled up like a shade when window is closed, Roll-Away screens afford clear, unobstructed view. All-metal construction; finger-tip control; patented automatic lock holds screen at any desired height.

ROLL-AWAY All-Metal FLAT SCREENS

Small, inconspicuous frame gives greater ventilation and light. Will not warp. No fitting, ready to install by anyone.
Priced as low as wood screens.

ROLL-AWAY Metal Draft-Seal WEATHER STRIPPING

Installed around windows and doors, seals home against heat leakage and drafts. Guaranteed and installed by factory experts.

Free Folders on Request

Roll-Away Window Screen Co.

8th & Carlton Sts., Berkeley

1211 Sunset Blvd., Los Angeles

Representatives Throughout the West

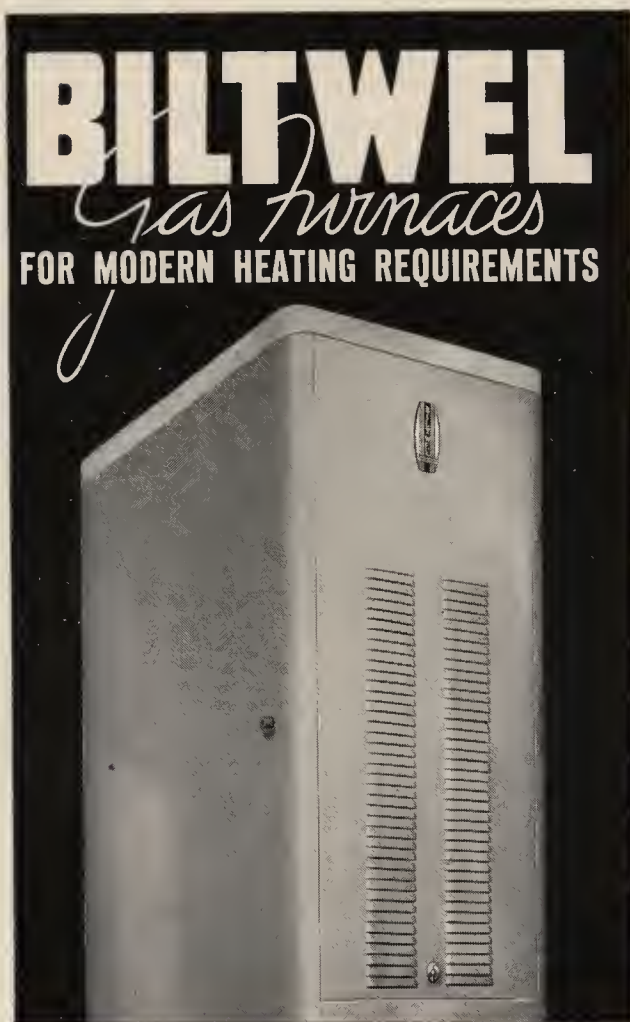
D H. J. "Jack" UNLAP

Building Contractor

1456 HOPKINS AVENUE

REDWOOD CITY, CALIFORNIA

TELEPHONE 2252



**The Preferred Furnace of Home Owners,
Contractors and Heating Experts . . .**

Thousands of homes from coast to coast enjoy clean, carefree, air-conditioned heating comfort, thanks to the streamlined efficiency of BILTWEEL Gas Furnaces. Expertly designed and constructed for safety, economy and life-long dependability. A size and model—Gravity, Air-Conditioned or Floor type—for every home plan and budget. Don't decide on **any** heating equipment until you've investigated the continuous record of BILTWEEL success.



No obligation should you ask your local BILTWEEL dealer for survey and estimate. Or drop a postcard today requesting literature.

Manufactured by
FRASER AND JOHNSTON CO.
725 POTRERO AVENUE . . SAN FRANCISCO
CALIFORNIA

J. M. WALKER

BUILDER

HOMES OF

**DISTINCTION
QUALITY**

**PRICED TO MEET
COMPETITION**

Office: 401 Spruce ASHberry 6332

Home: 40 Crescent ASHberry 3491

BERKELEY

Fine Homes . . .

LARGE OR SMALL



*Consult Us for Complete Information
on Construction, Plan Service
and Financing*



DUDFIELD & KOHLER

GENERAL CONTRACTORS

177 University Ave.
PALO ALTO

Palo Alto 5196



No. D-24
SAN MATEO, CALIFORNIA

\$36.45 per month to own
(F.H.A. Title II—25 Years)

Builder: Harry P. Kime

Financing Agent:
National Bank of San Mateo

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Pacific Portland cement

WALLS—Knotty pine

FRAMING—Douglas fir

EXTERIOR SURFACE—Redwood rustic

EXTERIOR TRIM—Redwood rustic

WINDOWS—Pine

OUTSIDE DOORS—Pine

ROOF—Cedar, Marshall Shingle Co.

CHIMNEY—Brick

OUTSIDE PAINT—W. P. Fuller Co.

MANTEL—Knotty pine

KITCHEN FLOOR—Linoleum, Armstrong

BATH FLOOR—Tile, Pomona

BATH WALLS—Tile, Pomona

SHADES—Bamboo

PLUMBING FIXTURES—Crane Co.

PIPE AND FITTINGS—Crane Co.

LIGHT FIXTURES—Ross Electric

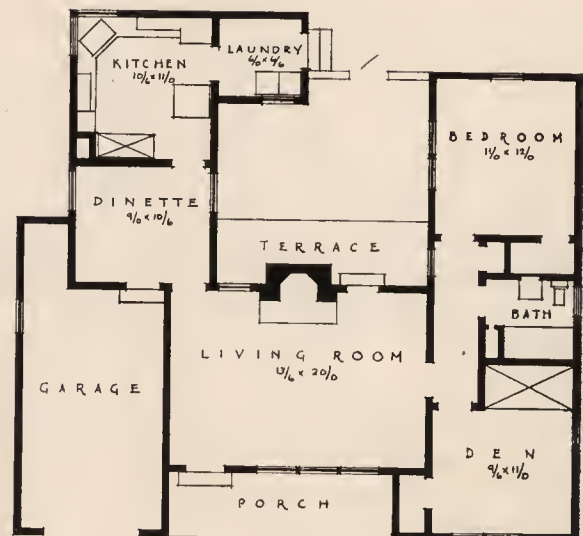
INTERIOR PAINT—W. P. Fuller Co.

HEATING—Sunbeam

HOT WATER HEATER—Crane Co.

HARDWARE—Russwin locks

SCREENS—Parker-Carpenter, all metal





No. D-25
SACRAMENTO, CALIFORNIA

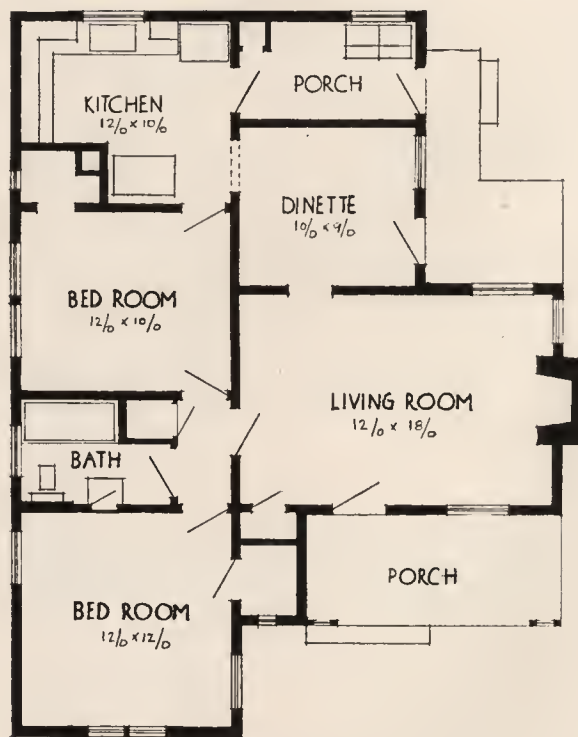
\$34.25 per month to own

(F.H.A. Title II—25 Years)

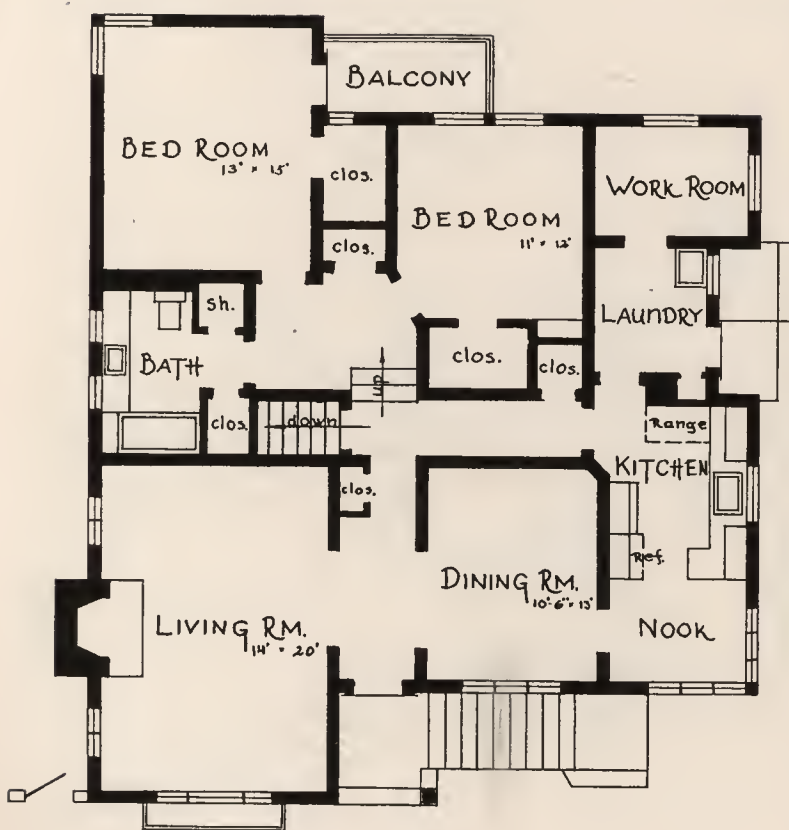
Builder: Wright & Kimbrough
Financing Agent: Bank of America

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 FRAME—D. F.
 EXTERIOR SURFACE—Portland Cement Stucco
 EXTERIOR TRIM—Redwood
 WINDOWS—Ponderosa Pine
 CHIMNEY—Brick
 PORCHES—Concrete
 FLOORS—Oak
 KITCHEN FLOOR—Linoleum
 BATHROOM FLOOR—Tile
 BATHROOM WALLS—Sanitas
 PLUMBING FIXTURES—The Walworth Co.
 FURNACE—Andrews Wall Type



REVERSE PLAN



No. D-26
OAKLAND, CALIFORNIA

\$27.39 per month to own
(F.H.A. Title II—25 Years)

Builder: Oscar Johnson

Financing Agent:
Crocker First National Bank

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Douglas Fir
EXTERIOR SURFACE—Portland Cement Stucco
EXTERIOR TRIM—Redwood
WINDOWS—Ponderosa Pine
GLAZING—No. 1 Pennvernon
ROOF—No. 1 Red Cedar Shingles
FENCES—Redwood
INTERIOR SURFACES—Plaster
FLOORS—Oak
KITCHEN FLOOR—Linoleum, Armstrong
BATH FLOOR—Linoleum, Armstrong—Tile Base
BATH WALLS—Tile & Plaster
PLUMBING FIXTURES—Standard Sanitary Supply Co.
HEATING—Forced Air Gas Furnace
HOT WATER HEATER—General—or equal
INCIDENTALS—Bendix washer



No. D-27
REDWOOD CITY, CALIFORNIA
(CAMINO VILLA)

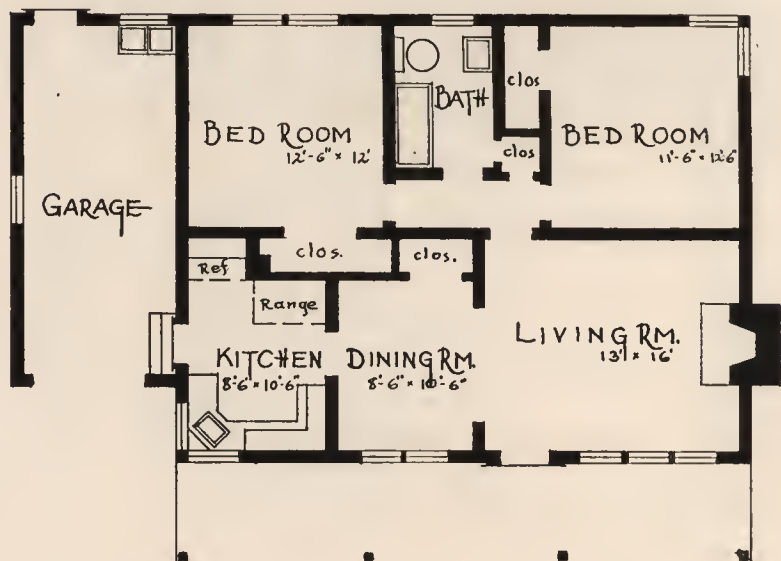
\$28.00 per month to own
(F.H.A. Title II—25 Years)

Builder: H. H. Weiner

Financing Agent:
American Trust Company

SPECIFICATION OUTLINE

WALLS—West Bay Lumber Co.
 EXTERIOR SURFACE—Redwood and Stucco.
 EXTERIOR TRIM—Redwood Rustic.
 ROOF—Composition—Johns-Manville.
 PAINT—Bass-Hueter—Wm. Gross.
 SHEET METAL—Sadler Supply Co.
 INTERIOR SURFACES—Plaster.
 FLOORS—Oak—Parquet.
 KITCHEN FLOOR—Linoleum—Sadler Supply Co.
 BATH FLOOR—Tile—Pomona, Denike Tile Co.
 BATH WALLS—Tile—Pomona, Denike Tile Co.
 SHADES—Steel, Venetian—Burris.
 PLUMBING FIXTURES—Standard, Sadler Supply Co.
 LIGHT FIXTURES—Ross Electric Co.—Incandescent Supply Co.
 WIRING—San Carlos Electric Co.
 HEATING—Dual Wall—Sadler Supply Co.
 HOT WATER HEATER—Automatic.
 HARDWARE—Schlage—California Hardware Co.
 GARAGE DOORS—Crawford Overhead Garage Door.



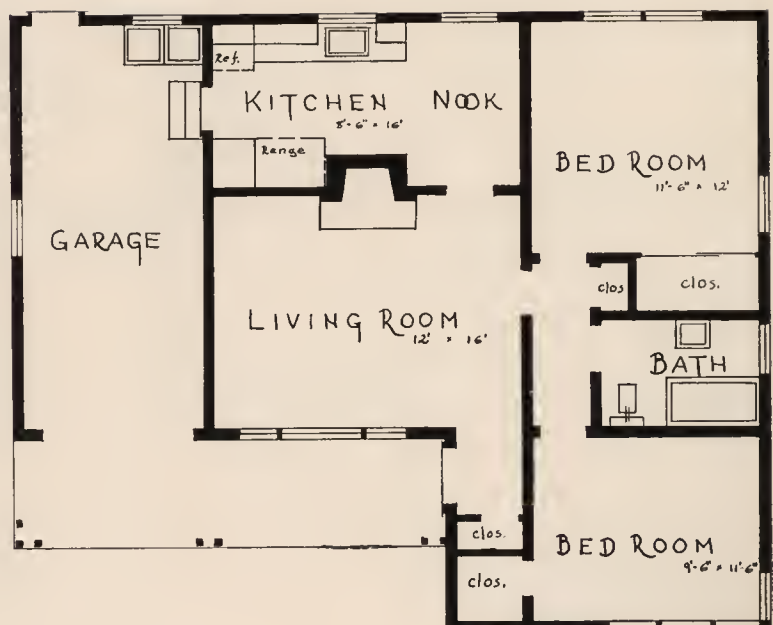


No. D-28
SAN MATEO, CALIFORNIA
(McLELLAN TRACT)

\$28.00 per month to own
 (F.H.A. Title II—25 Years)
 Selling Price—\$4,250.00
 Builder: Hays A. McLellan
 Financing Agent:
 San Francisco Bank

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 EXTERIOR SURFACE—Rustic
 EXTERIOR TRIM—Rustic
 WINDOWS—Ponderosa Pine
 ROOF—Cedar Shingles
 PAINT—Sherwin Williams Paint Co.
 FLOORS—Oak
 KITCHEN FLOOR—Linoleum—Armstrong Linoleum Co.
 BATH FLOOR—Linoleum—Armstrong Linoleum Co.
 BATH WALLS—Bestile Wall Co.
 PLUMBING FIXTURES—Standard Sanitary
 LIGHT FIXTURES—Incandescent Supply Co.
 HEATING—Fraser Furnace Co.
 GARAGE—Frantz "Over the Top" Garage Door Hardware



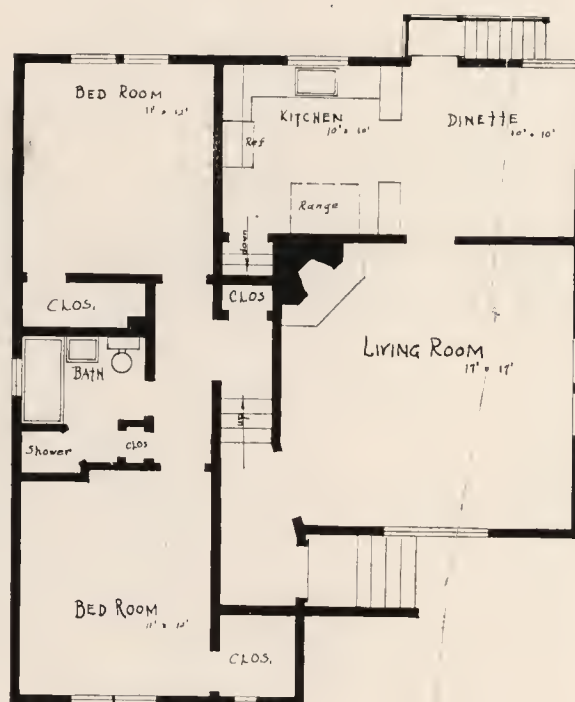


**No. D-29
VALLEJO, CALIFORNIA
(HOME VIEW SUBDIVISION)**

**\$31.00 per month to own
(F.H.A. Title II—25 Years)
Builder: Gilbert Plov
Financing Agent: Bank of America**

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Plaster
EXTERIOR SURFACE—Rustic Redwood
EXTERIOR TRIM—Rustic Redwood
WINDOWS—Casement and Double Hung
GLAZING—W. P. Fuller Co.
ROOF—Acme Roofing Company, Napa
PAINT—L. E. Hudson, San Francisco
SHEET METAL—Claus Sheet Metal Works, Vallejo
LANDSCAPING—Acme Gardening Company
FLOORS—Hardwood
KITCHEN FLOOR—Linoleum, Associated Home Furnishers
BATH FLOOR—Linoleum, Associated Home Furnishers
BATH WALLS—Tile Base, Cummings & Morton
PLUMBING FIXTURES—Briggs Beautyware, Harold Beasley, Vallejo
LIGHT FIXTURES—Stanley Pierce Electric Works
WIRING—Stanley Pierce Electric Works
HEATING—Claus Sheet Metal Works
HARDWARE—J. B. Rice & Co.
LUMBER—Charles Miller





**No. D-30
SAN CARLOS, CALIFORNIA
(SWISS VILLAGE)**

\$33.20 per month to own
(F.H.A. Title II—25 Years)

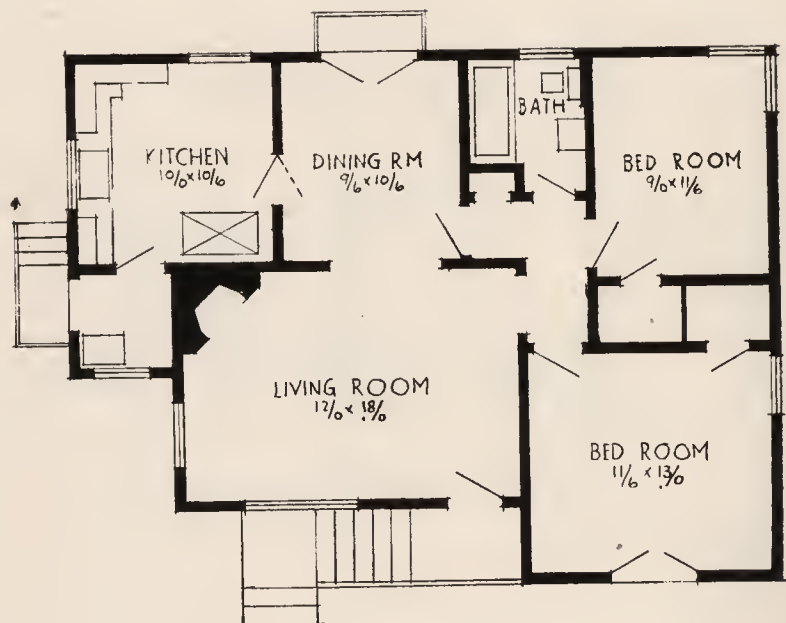
Contract Price—\$4,600
(does not include lot)

Builder: Stanley W. Younger

Financing Agent:
Hibernia Bank, San Francisco

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Douglas Fir
EXTERIOR SURFACE—Stucco and Redwood
EXTERIOR TRIM—Redwood
WINDOWS—Ponderosa Pine
GLAZING—Pennvernon
ROOF—Split Shakes
FENCES—Split Redwood Pickets
INTERIOR SURFACES—Stucco
FLOORS—White Oak
KITCHEN FLOOR—Linoleum Cove Base
BATH FLOOR—Tile
BATH WALLS—Plaster
PLUMBING FIXTURES—Standard
CABINETS—Peerless Built-In Cabinets
HEATING—Gas
HARDWARE—Schlage
SCREENS—Metal





No. D-31
SAN MATEO, CALIFORNIA

\$36.45 per month to own
 (F.H.A. Title II—25 Years)

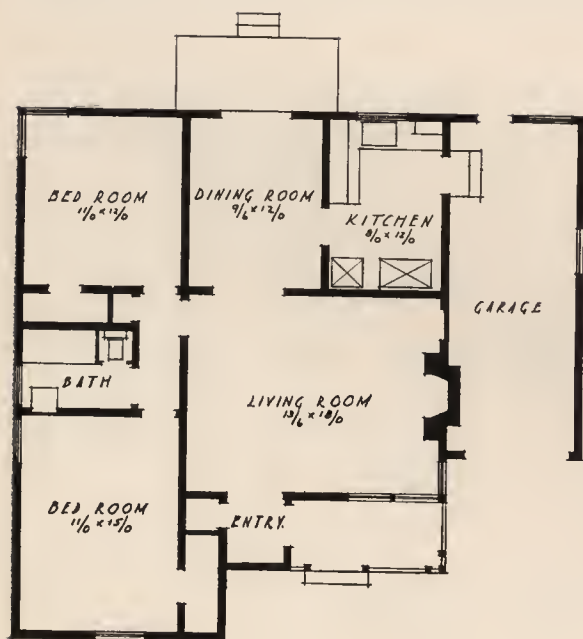
Design: Ross McKendry

Builder: Gordon Pitsker

Financing Agent:

San Francisco Bank

Sales Agent: R. G. Marshall Co.



SPECIFICATION OUTLINE

FOUNDATION—Concrete, Pacific Portland Cement Co.

WALLS—Plaster

FRAMING—Douglas fir

EXTERIOR SURFACE—Redwood rustic and stucco

EXTERIOR TRIM—Redwood

WINDOWS—Ponderosa pine

ROOF—Cedar shingles

CHIMNEY—Brick

OUTSIDE PAINT—Boysen Paint Co.

INTERIOR SURFACES—Plaster

KITCHEN FLOOR—Linoleum, Armstrong

BATH FLOOR—Tile, Pomona

BATH WALLS—Tile

VENETIAN BLINDS—Ry-Lock

PLUMBING FIXTURES—Standard

LIGHT FIXTURES—Eugene Cocconi

INTERIOR PAINT—Boysen Paint Co.

CABINETS—Paramount Built-In Fixture Co.

HEATING—Superior furnace

HOT WATER HEATER—General

SCREENS—Roll Away

INCIDENTALS—Garage door—Parker-Carpenter, Junior overhead



**No. D-32
OAKLAND, CALIFORNIA
HARVEY SLOCOMBE, ARCHITECT**

\$37.80 per month to own

(F.H.A. Title II—25 Years)

Selling Price—\$5,700.00

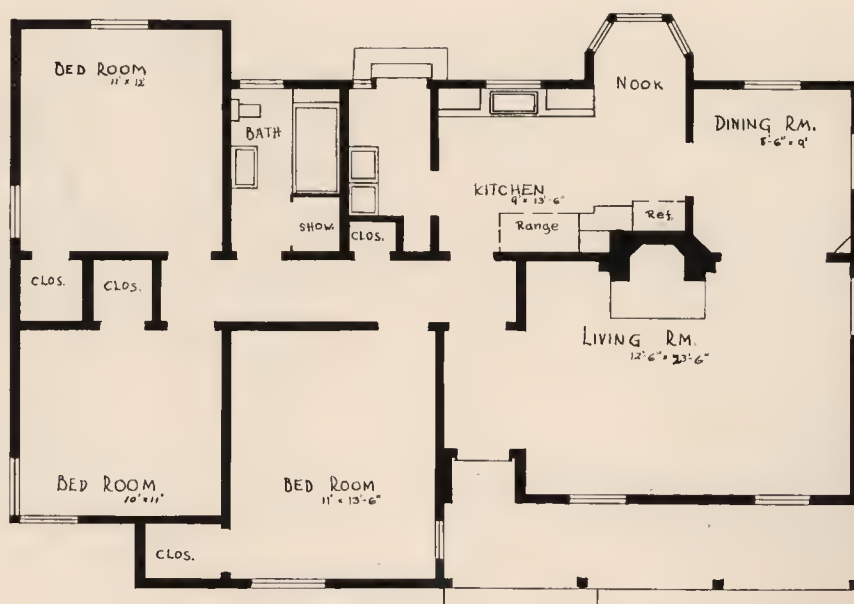
Builder: C. P. Pond

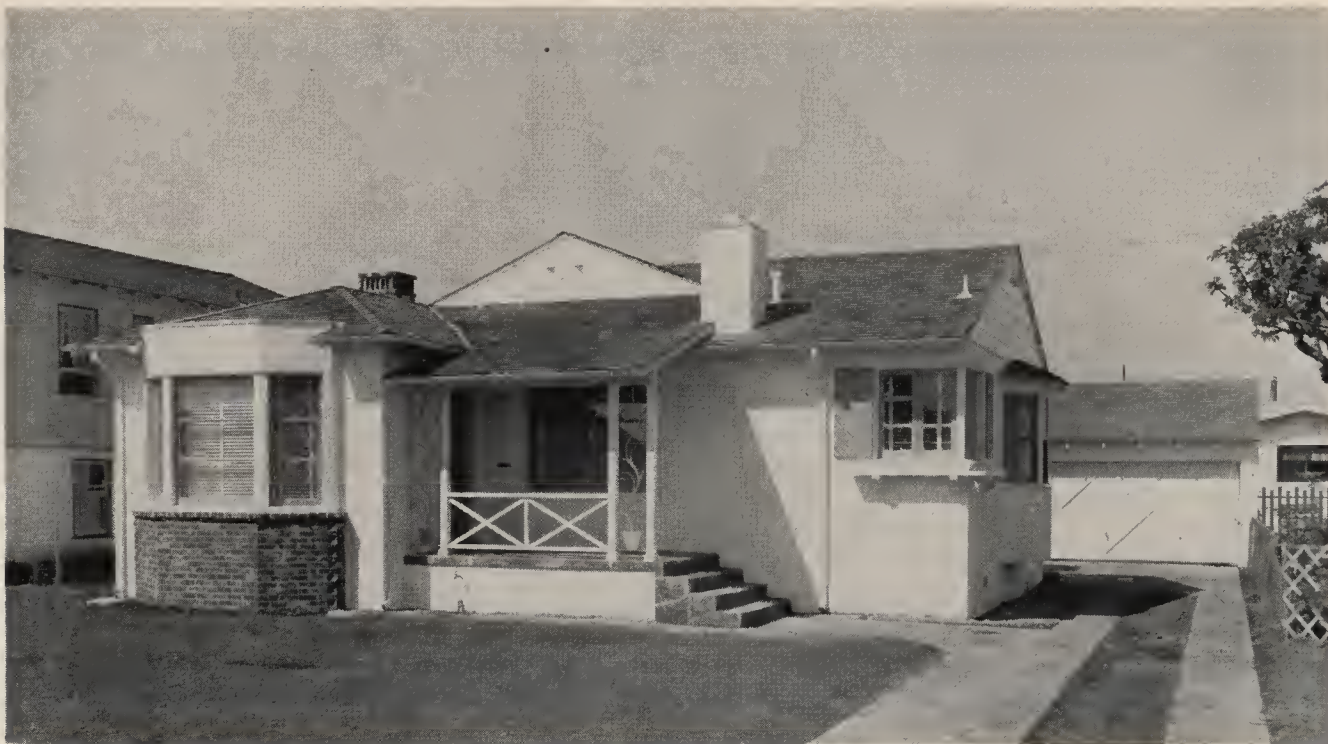
Financing Agent:

Central Bank

SPECIFICATION OUTLINE

FOUNDATION—Concrete
EXTERIOR SURFACE—Stucco
EXTERIOR TRIM—Rustic
WINDOWS—Ponderosa Pine
ROOF—Red Cedar Shingle—Piedmont
Mill & Lumber Co.
PAINT—Dutch Boy
SHEET METAL—Mouck Sheet Metal
INTERIOR SURFACES—Plaster
FLOORS—Oak
KITCHEN FLOOR—Linoleum
BATH FLOOR—Tile
BATH WALLS—Canvas
SHADES—Cloth
PLUMBING FIXTURES—Briggs—Color
LIGHT FIXTURES—Maxwell Hardware
WIRING—United Electric
CABINETS—Bungalow Fixture Co.
HEATING—Atlas Floor





No. D-33
OAKLAND, CALIFORNIA

\$39.75 per month to own
 (F.H.A. Title II—25 Years)

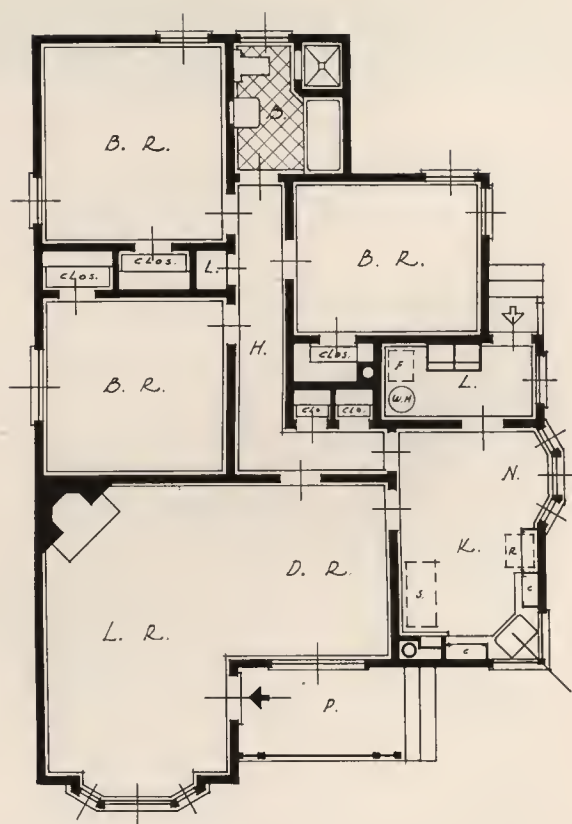
Designer: Don Crooks

Builder: Harry Schuster

Financing Agent: Bank of America

SPECIFICATION OUTLINE

FOUNDATION—Concrete, A. Warren & Co.
 WALLS—Stucco, Dan Nelson
 EXTERIOR SURFACE—Stucco, Dan Nelson
 EXTERIOR TRIM—Stucco, Dan Nelson
 WINDOWS—Wood, Davis Mill
 GLAZING—Wood, Davis Mill
 ROOF—Cedar Shingles, Steiner Bros.
 PAINT—Howard Bros.
 SHEET METAL—Dunn
 FLOORS—Hardwood, Layrite
 KITCHEN FLOOR—Linoleum, Kemp Andrews
 BATH FLOOR—Tile, Kooyman
 BATH WALLS—Plaster
 SHADES—Williams
 WIRING—Reed Electric
 CABINETS—Paramount Built In Fixtures Co.
 HEATING—Mission Furnace
 HARDWARE—B. Simon Hardware
 SCREENS—Roll-Away





No. D-34
SAN CARLOS, CALIFORNIA

Selling Price—\$5,250.00

Designer and Builder: Lawrence H. Smith

Financing Agent: Bank of America

Exclusive Sales Broker: Harry Hoefler

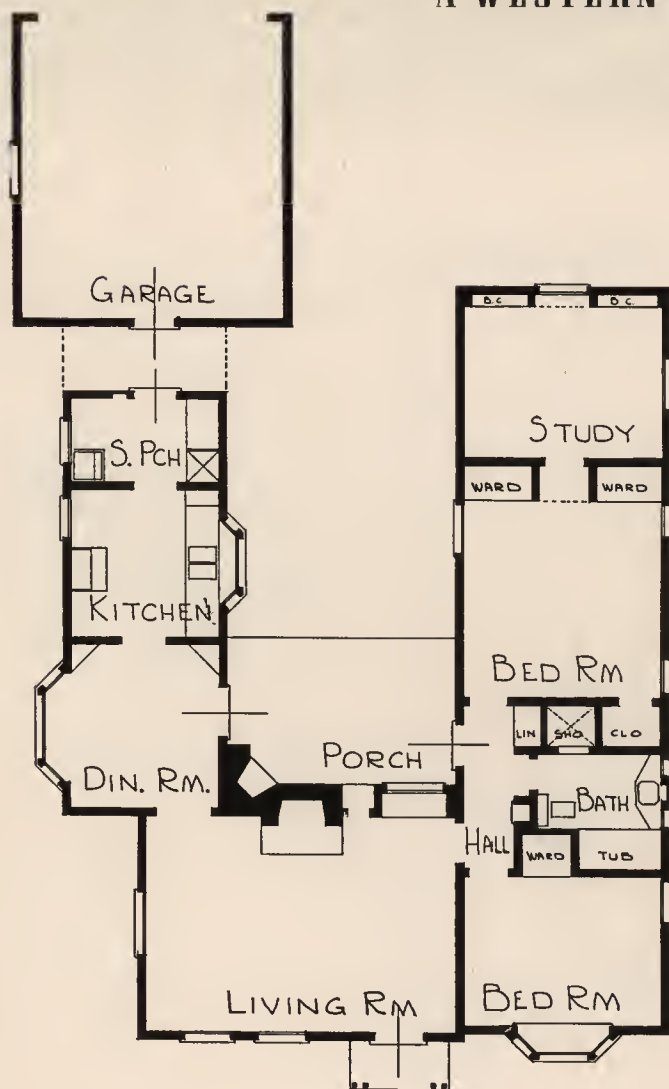




A WESTERN PINE HOME

No. D-35
NORTH HOLLYWOOD, CALIF.

Contractor and Builder:
Wm. Mellenthin



SPECIFICATION OUTLINE

FOUNDATION—Concrete, Portland cement
WALLS—Frame, Douglas fir
EXTERIOR SURFACE 1x12 Ponderosa pine
EXTERIOR TRIM—Ponderosa pine
WINDOWS—Ponderosa pine
ROOF—Cedar shingles
PAINT—Sherwin Williams
SHEET METAL—R. F. McIntyre
INTERIOR SURFACES—Stucco and Ponderosa pine
FLOORS—Oak, 1/2x2
KITCHEN FLOORS—Armstrong linoleum
BATH FLOOR—Pacific Tile & Porcelain
BATH WALLS—Pacific Tile & Porcelain
PLUMBING FIXTURES—Standard Sanitary
LIGHT FIXTURES—Empire Lighting, Inc.
WIRING—Conduit, Associated Electric Co.
HEATING—Monarch gas furnace
HOT WATER HEATER—General
HARDWARE—Schlage
GARAGE DOORS—Overhead, Wread Overhead Door Co.



No. D-36
EL CERRITO, CALIFORNIA

\$40.00 per month to own

Builder: Haydite Sales Co.

Financing Agent: Golden
 West Building & Loan

A HAYDITE BLOCK
 HOME

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Santa Cruz
 Cement Co.

WALLS—Haydite Block

EXTERIOR SURFACE—Stucco

WINDOWS—Steel Sash, Detroit

ROOF—Tile

PAINT—Boysen

FLOORS—Oak

KITCHEN FLOOR—Linoleum

BATH FLOOR—Linoleum

BATH WALLS—Sheet Rock

PLUMBING FIXTURES—Kohler

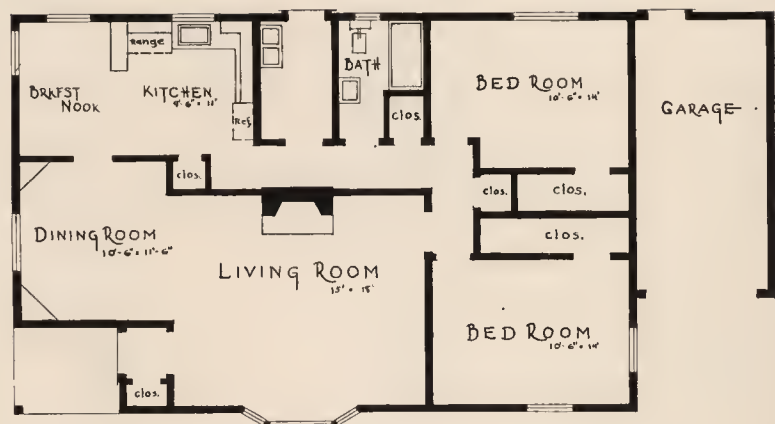
LIGHT FIXTURES—Sears Roebuck

HEATING—Biltwell

HARDWARE—Standard Sanitary Supply
 Co.

GARAGE DOORS—Controlador

Note: This is a Haydite Construction
 home. Also all interior walls are
 of Haydite.





No. D-37

OAKLAND, CALIFORNIA

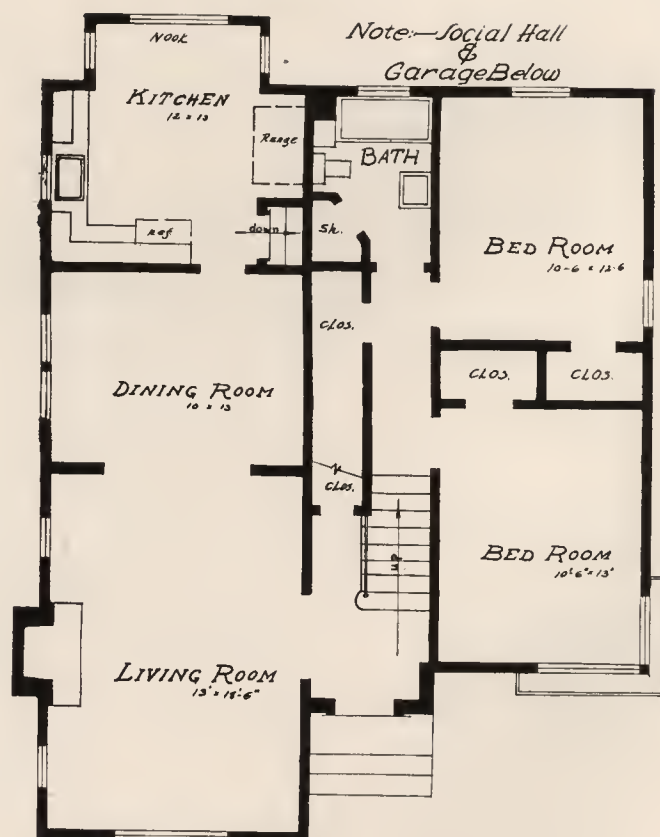
\$46.00 per month to own
(F.H.A. Title II—25 Years)
Selling Price—\$6,250.00

Builder: Groom & Groom, Inc.

Financing Agent: Bank of America

SPECIFICATION OUTLINE

FOUNDATION—Concrete—A. Casqueiro
EXTERIOR SURFACE—Stucco & Redwood Rustic
EXTERIOR TRIM—Redwood
ROOF—Cedar Shingles—A. B. Evans
PAINT—D. J. McRice
INTERIOR SURFACES—Stucco Walls
FLOORS—Oak Plank
KITCHEN FLOOR—Linoleum
BATH FLOOR—Romany Tile—U. S. Quarry Tile Co., A. E. Plante Co.
BATH WALLS—Stippled paint
PLUMBING FIXTURES—Kohler—J. R. Pierce Plumbing
HEATING—Floor Furnaces—Fraser—Holland Co.
GARAGE DOORS—Overhead





No. D-38

SAN MATEO, CALIFORNIA. (Elmwood)

\$46.00 per month to own
(F.H.A. Title II—20 Years)
Selling Price—\$6,250.00

Builder: L. C. Betsold
Financing Agent: Hibernia Bank
Sales Agent: Peninsula Title Co.

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Stucco
FRAMING—Douglas Fir
EXTERIOR SURFACE—Stucco
EXTERIOR TRIM—Redwood
WINDOWS—White Pine
ROOF—No. 1 Cedar Shingles
CHIMNEY—Brick
SHEET METAL—B. B. Stern
INTERIOR SURFACES—Plaster
FLOORS—Oak
KITCHEN FLOOR—Linoleum Standard, Currie Mfg. Co.
BATH FLOOR—Tile, Benetti Tile Co.
BATH WALLS—Tile, Benetti Tile Co.
SHADES—Cloth and Venetian, Currie Mfg. Co.
PLUMBING FIXTURES—Standard Sanitary Supply Co., W. L. Hickey
PIPE—Standard, W. L. Hickey
MILL WORK—Matheny Sash & Door
LIGHT FIXTURES—Ross Electric, Incandescent Supply Co.
CABINETS—Joseph Bros.
HEATING—B. B. Stern, Sunbeam
HOT WATER HEATER—Day & Nite, B. B. Stern
HARDWARE—Schlage Locks



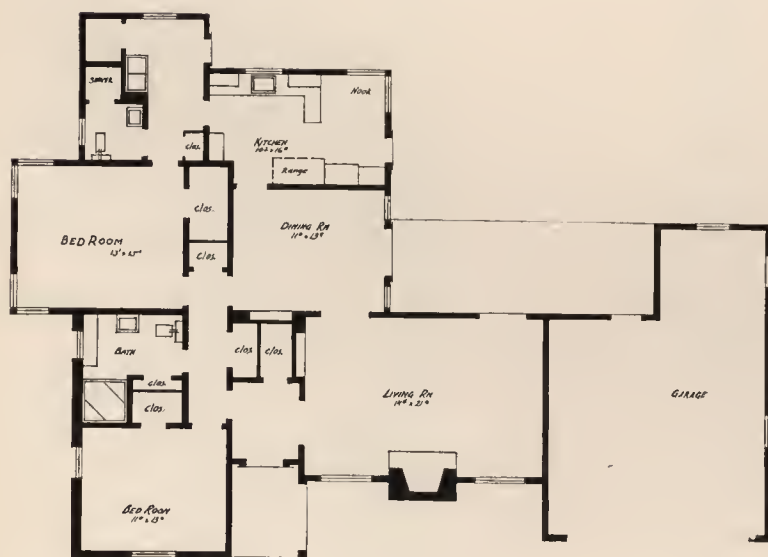


No. D-39 SAN CARLOS, CALIFORNIA

\$49.00 per month to own
(F.H.A. Title II—20 Years)

Builder: Dudfield & Kohler

Mortgage—\$6,000.00



SPECIFICATION OUTLINE

FOUNDATION—Concrete, T. S. Uguiza

EXTERIOR SURFACE—Redwood Rustic

EXTERIOR TRIM—Redwood

PAINT—Jas. Ellis

SHEET METAL—San Carlos Sheet Metal

INTERIOR SURFACES—Eastern Oak Flooring Co.

KITCHEN FLOOR—Linoleum, Currie Mfg. Co.

BATH FLOOR—Linoleum, Currie Mfg. Co.

BATH WALLS—Linoleum, Currie Mfg. Co.

SHADES—Currie Mfg. Co.

PLUMBING FIXTURES—Victor Doppee

LIGHT FIXTURES—Modern Fixture Shop

WIRING—Klose Electric Co.

CABINETS—Peerless Manufacturing Co.

HEATING—San Carlos Sheet Metal Co.

HARDWARE—Schlage Locks, San Jose Hardware Co.



No. D-40
SAN MATEO, CALIFORNIA

\$50.00 per month to own
 (F.H.A. Title II—20 Years)

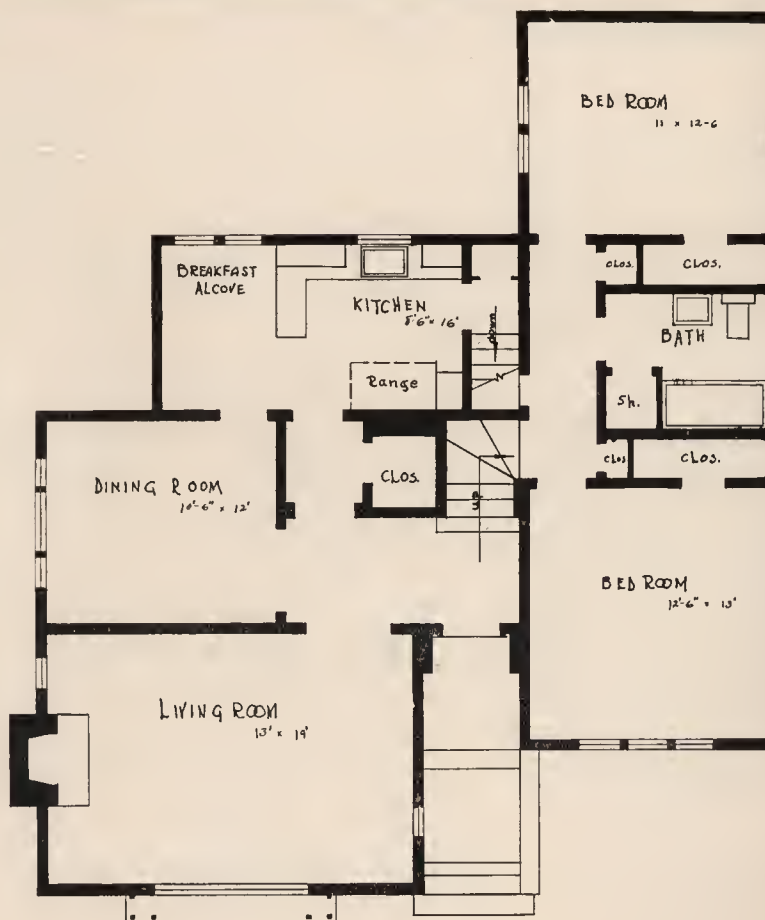
Selling Price—\$6,700.00

Builder: Conway & Culligan

Financing Agent:
 Bank of America

SPECIFICATION OUTLINE

EXTERIOR SURFACE—Stucco & brick
 WINDOWS—Ponderosa Pine
 ROOF—Cedar Shingle
 FLOORS—Oak
 SHADES—National Venetian
 PLUMBING FIXTURES—Briggs Beauty
 Ware
 CABINETS—Wilson Stearkey
 HEATING—Atlas—W. L. Hickey
 HOT WATER HEATER—Sterling





No. D-41
ALTADENA, CALIFORNIA

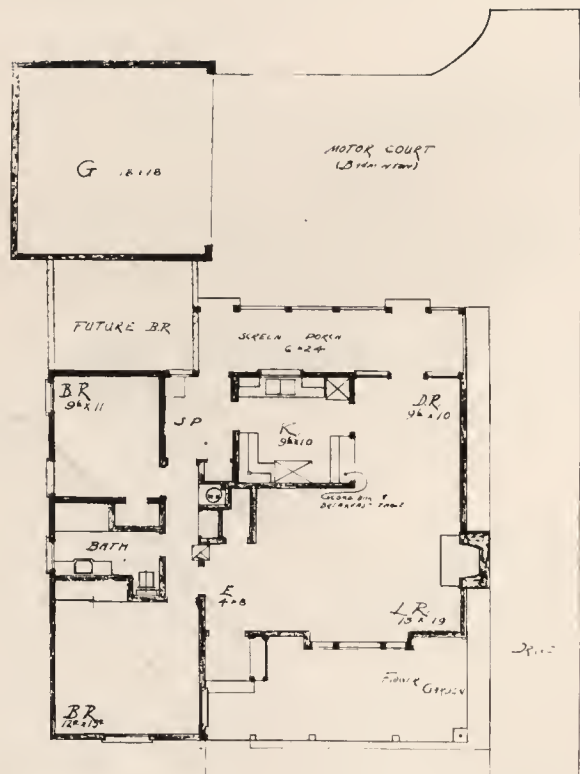
\$30.00 per month to own
(F.H.A. Title II—25 Years)

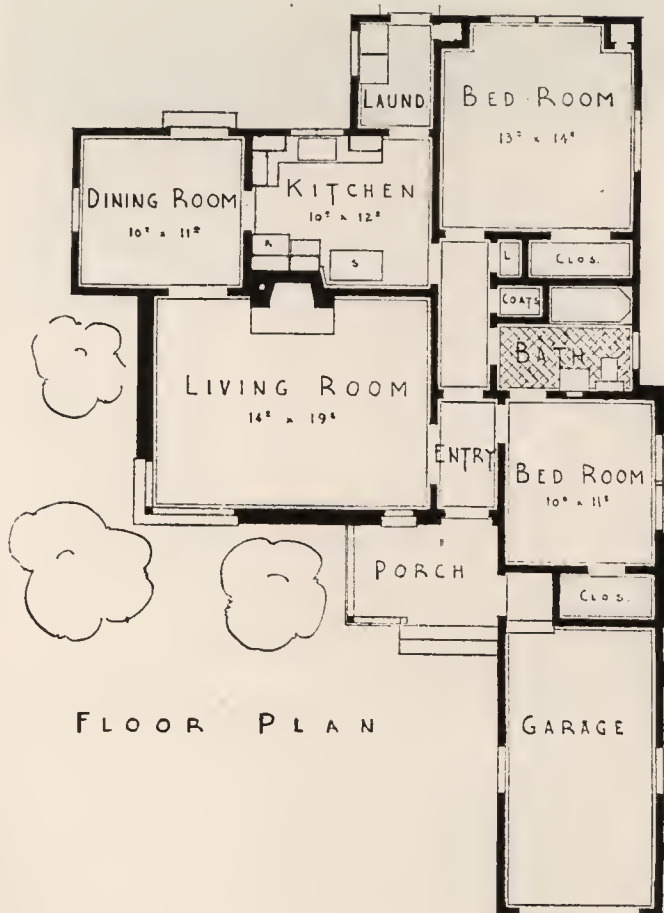
Designer and Builder:
G. L. Van Maanen

Financing Agent:
Syndicate Mortgage Company

SPECIFICATION OUTLINE

FOUNDATION AND WALKS—Concrete
FRAME—Douglas Fir
EXTERIOR SURFACES—La Habra Stucco and
Red Cedar Shingles, Oiled
ROOF—Red Cedar Shingles
FENCE—Redwood Pickets
INTERIOR SURFACES—Plaster, West Wall Liv-
ing and Dining Rooms Philippine Mahogany
Oiled and Waxed
KITCHEN AND BATH—Linoleum
MOTOR COURT AND DRIVEWAY—Asphalt
HEATING—Ward Wall Furnace





No. D-42

BERKELEY, CALIFORNIA

\$53.00 per month to own

(F.H.A. Title II—20 Years)

Selling Price—\$6,750.00

Mortgage—\$6,000.00

Designer and Builder: J. M. Walker

Financing Agent:

Caine Co., San Francisco

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS AND EXTERIOR SURFACE—Stone Veneer and Plaster—Pittcock & Son, Chas. S. Hughes, L. Johsens, Wm. Simonson
EXTERIOR TRIM—Redwood and Douglas Fir
WINDOWS—Ponderosa Pine, Hagar Sash & Door Co., Berkeley
GLAZING—Libbey-Owens-Ford, Hagar Sash & Door Co., Berkeley
ROOF—¾-inch hand split Cedar Shakes, Marshall Shingle Co.
PAINT—M. Friedman Co., G. A. Blomgren, Contractor
SHEET METAL—Atlas Heating & Sheet Metal Co., Oakland
INTERIOR SURFACES—Golden Gate Stucco, wall paper and wood panelling
FLOORS—Eastern white oak planks, Inland Floor Co.
KITCHEN FLOOR—Armstrong Linoleum, Rigney Tile Co., Oakland
BATH FLOOR—California Art Tile, Rigney Tile Co., Oakland
BATH WALLS—Sanitas Canvas
SHADES—Williams Venetian Blind Co., Oakland (cloth shades)
PLUMBING FIXTURES—Standard, Suendermann Plumbing Co., Berkeley
LIGHT FIXTURES—Rochester Electric Co., Berkeley
WIRING—Preston Jones, Berkeley
CABINETS—Paramount Built-In Cabinet Co., Oakland
HEATING—Atlas Heating Co., Dual Reg. floor furnace, gas
HOT WATER HEATER—Mission
HARDWARE—Maxwell Hardware Co., Berkeley



No. D-43
REDWOOD CITY, CALIFORNIA
JOHN E. FENNACY, ARCHITECT

\$57.00 per month to own
(F.H.A. Title II—20 Years)

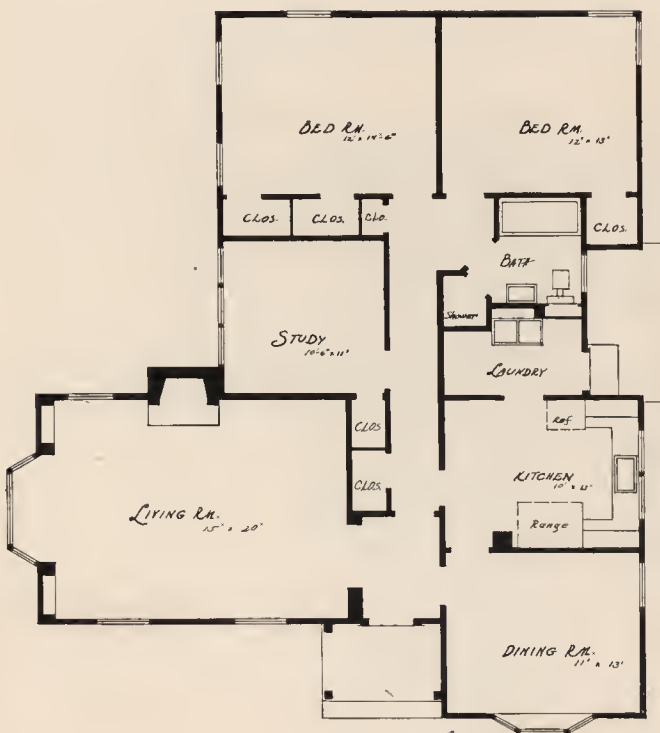
Selling Price—\$6,850.00

Builder: H. J. Dunlap

Financing Agent:
First Nat'l Bank, Redwood City

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Redwood Material Co.
 WALLS—No. 1 Douglas Fir, Gray-Thorning
 EXTERIOR SURFACE—Redwood, Gray-Thorning
 EXTERIOR TRIM—Redwood
 WINDOWS—Sugar Pine, Joseph Bros.
 GLAZING—Pennvernon
 ROOF—No. 1 Cedar Shingles, Gray-Thorning
 SHEET METAL—Joe Casaretto
 INTERIOR SURFACES—Plaster, Redwood Material Co.
 FLOORS—Hardwood, White Oak Floor Co.
 KITCHEN FLOOR—Linoleum, Armstrong—Currie Mfg. Co.
 BATH FLOOR—Linoleum, Armstrong—Currie Mfg. Co.
 BATH WALLS—Plaster and Tile
 PLUMBING FIXTURES—Crane, V. L. Doppee
 LIGHT FIXTURES—Modern Fixture Shop
 WIRING—E. A. Mueller
 CABINETS—Joseph Bros.
 HEATING—Fraser
 HOT WATER HEATER—Crane
 HARDWARE—Schlage, Redwood City Hdwe.





No. D-44
EL CERRITO, CALIFORNIA

\$61.40 per month to own
 (F.H.A. Title II—20 Years)

Selling Price—\$7,650.00

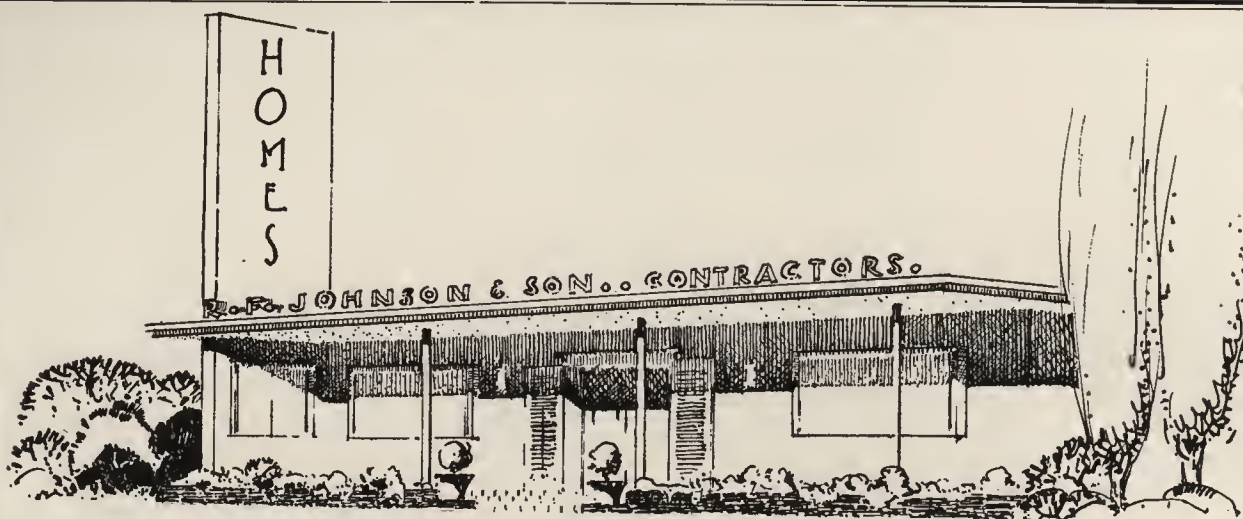
Builder: R. F. Johnson & Son

Financing Agent:
 American Trust Co.

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Contra Costa Building Material—O. C. Jones
 EXTERIOR SURFACE—Redwood Rustic, Hill Lumber Co.
 EXTERIOR TRIM—Redwood, Hill Lumber Co.
 WINDOWS—Ponderosa Pine, Western Door and Sash
 GLAZING—Western Door and Sash
 ROOF—Redwood Shingles, Hill Lumber Co.—F. W. Armstrong
 PAINT—M. Friedman
 SHEET METAL—Atlas Heating Co.
 INTERIOR SURFACE—Plaster, L. G. Slusser
 FLOORS—Hardwood, Rich Oak Floor Co.
 KITCHEN FLOOR—Armstrong Linoleum, Aiman-Simmons
 BATH FLOOR—Tile, California Art—Superior Tile Co.
 BATH WALLS—Tile, California Art—Superior Tile Co.
 SHADES—Oil shades, Aiman-Simmons
 PLUMBING FIXTURES—Standard, R. A. Washburn
 LIGHT FIXTURES—Moore Electric Co.
 WIRING—V. G. Electric Co.
 CABINETS—Negus Brothers
 HEATING—Atlas Heating Co.
 HOT WATER HEATER—R. A. Washburn
 HARDWARE—Schlage, Hill Lumber Co.





We Are Now Building in the Following Locations

CONTRA COSTA COUNTY

SAN PABLO GARDENS • EL SOBRANTE ACRES • WALNUT CREEK • EL CERRITO • LAFAYETTE • RICHMOND • ORINDA

MARIN COUNTY

KENT WOODLANDS • SAN ANSELMO • SAN RAFAEL • ROSS

ALAMEDA COUNTY

OAKLAND • ALAMEDA • BERKELEY • ALBANY

Inquire about our new PUMI-WALL CONSTRUCTION BLOCK

R. F. JOHNSON and SON

2036-38 SAN PABLO AVENUE
EL CERRITO • CALIFORNIA

2036-38 SAN PABLO AVENUE

EL CERRITO

Phones: Richmond 1048

ASHberry 4468

Morin County Offices: Kent Woodlands

Phone: San Anselmo 4870

GENERAL CONTRACTING • FINANCING

MARCHANT BROS.

JACK

PAUL

BUILDERS

F. H. A. SPECIALISTS



68 STRATFORD ROAD
BERKELEY, CALIFORNIA

ASHberry 5271

Now Building in

KENSINGTON TERRACE

HARRY HOFELER

REALTOR



**Real Estate
Insurance
Loans**

EXCLUSIVE AGENT FOR
MENLO PARK TERRACE



765 El Camino Real
Telephone 117

REDWOOD CITY, CALIFORNIA

Residence Phone: Palo Alto 9158



No. D-45
OAKLAND, CALIFORNIA
E. R. DeCHENE, ARCHITECT

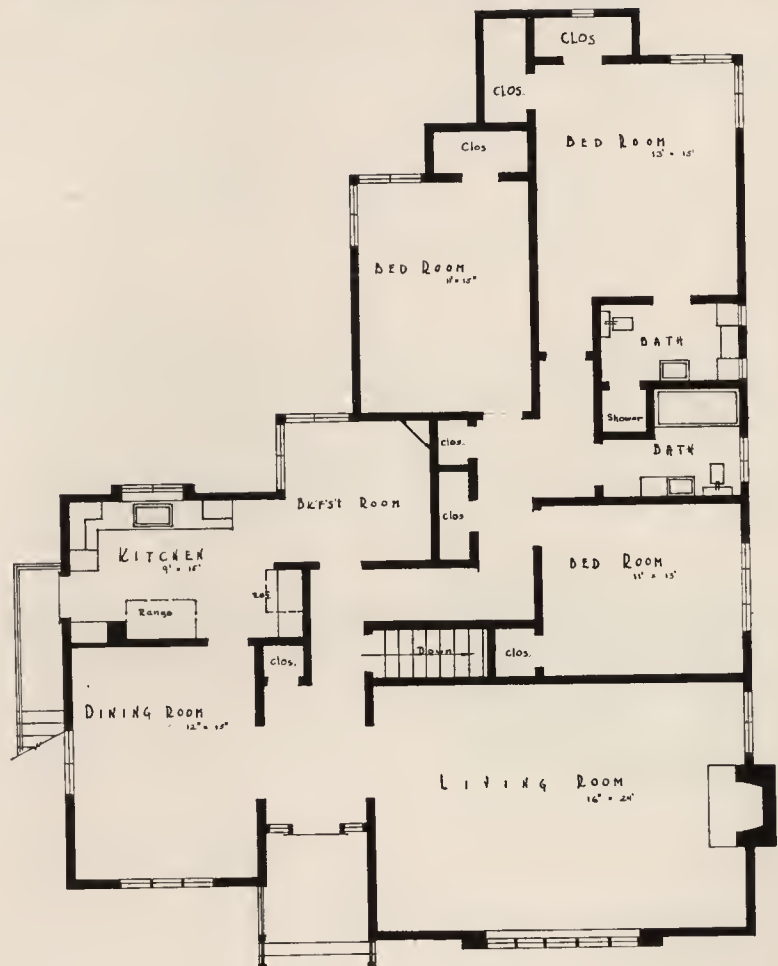
\$49.59 per month to own
(F.H.A. Title II—20 Years)

Cost—\$11,000.00

Financing Agent:
Crocker First National Bank

SPECIFICATION OUTLINE

FOUNDATIONS—Concrete, Portland cement
BRICK WORK—Common brick
FRONT PORCH—Stone over concrete, Santa Lucia from Carmel
FLOORS—Oak
INCIDENTALS—Pryne Fan in Kitchen
BATH ROOMS—Pomona Tile
KITCHEN DRAINBOARDS—Pomona Tile
HEATING—Fraser Gas Burning Furnace
BATHROOM FIXTURES—Standard Pacific
ENTRANCE HALL—8x8 U. S. Quarry Tile
ROOF—R. C. Shingles



BERESFORD VILLAGE

JUST EAST OF THE NEW
HILLSDALE STATION



SEE PAGE 51 FOR HOME AND PLANS



HAYS A. McLELLAN

CONTRACTOR

50 BROADWAY
BERESFORD
SAN MATEO

Phone
SAN MATEO 4541 W.

YOUR DREAM HOME IN "CAMINO VILLA"



\$4,000.00 and \$4,350.00

\$26.00 a month and up

A cozy home, large living room, parquet floors, fireplace, dining nook with a sunshine patio, sunlight kitchen with corner sink and laundry, two bedrooms, tile bath, automatic gas heat, garage, screened window, lot 50x100. Two blocks to Greyhound bus.

Climate best by Government test

HOW TO GET THERE!

Drive down El Camino Real Highway, turn east at Fox Shoppe — "The best place to eat on the Peninsula."

H. H. WIENER, BUILDER

SAN MATEO COUNTY REALTY CO.

OWNERS AND DEVELOPERS

733 EL CAMINO REAL

PHONE 914

**VISIT
BEFORE
BUILDING —**

SEE—

NEW MATERIALS • NEW EQUIPMENT

GET—

INFORMATION FROM COMPETENT STAFF.
NO OBLIGATION.

THE BUILDING MATERIAL EXHIBIT

557 MARKET STREET

Sutter 5328

SAN FRANCISCO



Quality
AND
Style!

● Lightolier Quality and permanent finishes insure lasting beauty and service. Truly decorative, yet inexpensively priced.

INCANDESCENT SUPPLY CO.

SAN FRANCISCO

FRESNO

LOS ANGELES



Lost Floor Space Found with PITCHER Disappearing Doors

- Crowded rooms take on a spacious, livable look when you open them wide with Pitcher Disappearing Doors.
- Tandem and accordion doors bring a favorite view, patio or garden, right to your living room.

**Easy to open . . . no effort to close
. . . inexpensive to operate.**

Ask your architect, builder, or
write or phone us at YUkon 1543

E. C. PITCHER

557 MARKET STREET

SAN FRANCISCO

housing

THE MAGAZINE OF HOMES AND GARDENS

A New Plan Book Each Month

Homes and Plans to Suit Your Budget

Accurate Costs

Budget Charts

F. H. A. Financing Plan and Monthly Payments

Equipment

Construction Detail

Newest Developments in Small Home Design and Construction

Building Materials

Interiors

Decoration and Arrangement

Outdoor Living

The Garden

Garden Club Directory

FREE Information Service

\$1.50 per year

PLACE
ONE
CENT
STAMP
HERE

housing The Magazine of Low-Cost Homes

447 Sutter Street

San Francisco

Housing's Free Home Information

Free Information Pamphlets

List numbers wanted on coupon.

- | | |
|---|---|
| 1 Cabins | 28 Screens |
| 2 Enduring Redwood | 29 Plywood |
| 3 Fences | 30 Planning Small Homes |
| 4 Color Planning | 31 Concrete Homes at Low Cost |
| 5 Wall Paper (scrubbable) | 32 Remodeling |
| 6 Interior Surfaces | 33 Built-in Facilities |
| 7 Exterior Surfaces | 34 Steel Cabinets |
| 8 Lighting the Garden | 35 The Right Roof |
| 9 Electrical Servants | 36 Venetian Blinds |
| 10 Electric Fixtures | 37 Window Shades That Cost Less |
| 11 Planning the Lighting | 38 Tile for Rooms |
| 12 Electricity in the Kitchen | 39 Tile for Roofs |
| 13 Financing Repairs | 40 Tile for Walks |
| 14 Down Payment Plan | 41 Water Conditioning |
| 15 Low Cost Home Loans | 42 Termite and Decay-Proof Underpinning |
| 16 Planning Gardens | 43 Air Conditioning |
| 17 Fireplaces That Will Not Smoke | 44 Driveway and Court Surfaces |
| 18 Gas Appliances | 45 Septic Tanks and Cesspools at Low Cost |
| 19 Gas Furnaces | 46 Labor and Space Saving Equipment |
| 20 Oil-burning Furnaces | 47 Fire Insurance (installment plan) |
| 21 Heating with Electricity at Low Cost | 48 Builders' Hardware |
| 22 Weatherstripping | 49 Paint |
| 23 Electric Room and Water Heaters | 50 Plumbing |
| 24 Insulation at Low Cost | 51 Tools |
| 25 Playground Equipment | 52 Resilient Waterproof Building Paper |
| 26 Barbecues and Outdoor Fireplaces | 53 Sliding Doors |
| 27 Kitchen Planning | 54 Free Decorative Counsel |

FREE CONSULTATION BY MAIL OR APPOINTMENT

housing I expect to build ☐ in.....(approx. time)
447 SUTTER STREET buy ☐ at.....(Town)
SAN FRANCISCO, CALIF. remodel ☐(State)
for approximately \$.....

Name.....

Address.....

Please send FREE
Information Pamphlets

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54		

Please send HOUSING one year . . . \$1.50
enclosed.

(Draw circle, O, around each selected)

.....HOUSING BOOK OF HOMES, \$1.00 each.

Other Information

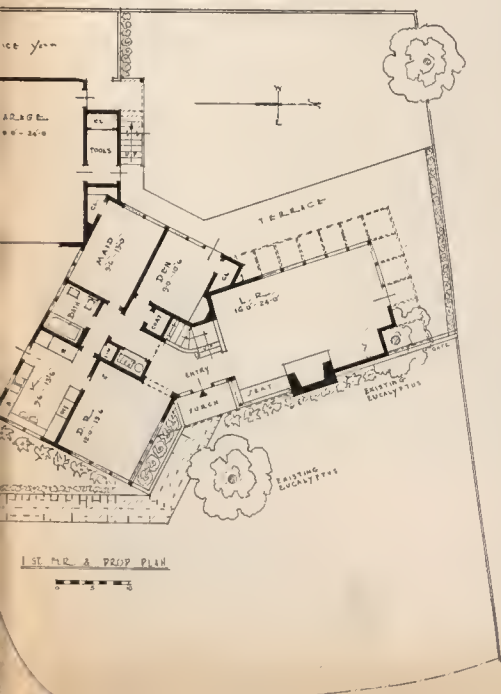
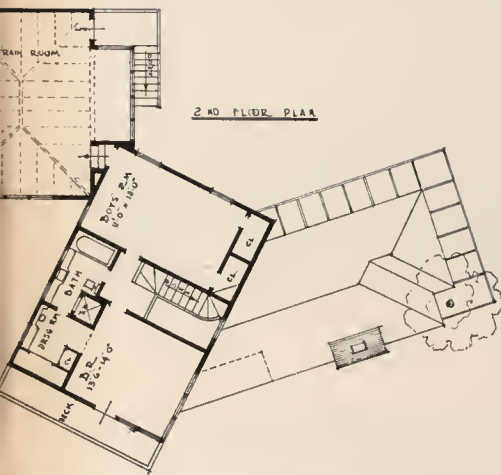


No. D-46
LOS ANGELES, CALIFORNIA

\$57.50 per month to own
(F.H.A. Title II—20 Years)

Designed by Raymond Stockdale

Builder:
M. S. Jepsen, Santa Monica



SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Plaster
EXTERIOR SURFACE—Plaster
EXTERIOR TRIM—Redwood
WINDOWS—Outswinging Casement
GLAZING—Double strength—Libbey, Owens, Ford
PAINT—Sherwin Williams Paint Co.
SHEET METAL—Galv. Iron—Armco
INTERIOR SURFACES—Plaster & Waxed Mahogany
FLOORS—Oak and Bruce Block—Bruce Block Co.
KITCHEN FLOOR—Linoleum—Armstrong Linoleum Co.
BATH FLOOR—Rubbertile—Goodyear
BATH WALLS—Plaster
PLUMBING FIXTURES—Crane
LIGHT FIXTURES—Indirect
WIRING—BX cable
CABINETS—Vertical grain spruce
HEATING—Payne Forced Draft
HOT WATER HEATER—General "Trojan"
HARDWARE—Schlage
GARAGE DOORS—"Safe" Overhead





No. D-47
PALO ALTO, CALIFORNIA

\$115.00 per month to own

(F.H.A. Title II—20 Years)

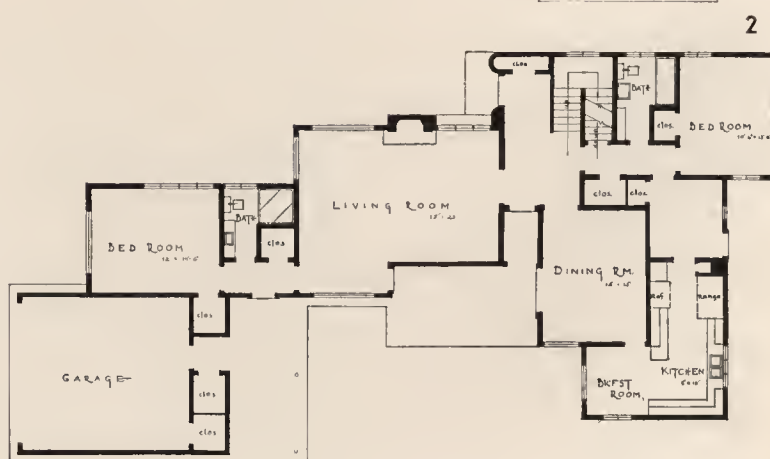
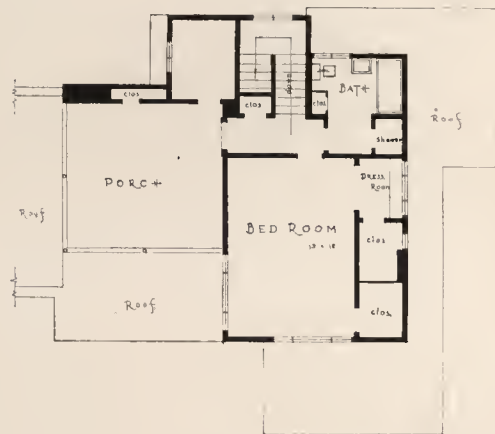
Selling Price—\$17,500.00

Builder and Designer:

Aro & Okerman

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 WALLS—Portland cement and stucco
 EXTERIOR SURFACE—Stucco
 EXTERIOR TRIM—Redwood
 WINDOWS—Steel cash, Michili & Pfeffer
 GLAZING—Acme Glass Co.
 ROOF—Red cedar shingle and composition by Penn. Roofing Co.
 PAINT—O. R. North
 SHEET METAL—Stanford Sheet Metal Co.
 LANDSCAPING—Lawn and sprinkling system, West Coast Nursery
 FENCES—Redwood
 INTERIOR SURFACES—Sheet rock, U. S. Gypsum Co.
 FLOORS—Oak
 KITCHEN FLOOR—Linoleum, Armstrong
 BATH FLOOR—Linoleum, Armstrong
 BATH WALLS—Linoleum, Armstrong
 PLUMBING FIXTURES—Standard Fixtures, Red-wood Plumbing Co.
 LIGHT FIXTURES—Modern Fixtures Shop, San Jose
 CABINETS—Paramount Built In Fixture Co.
 HEATING—Mars Forced Air, Stanford Sheet Metal Co.
 HOT WATER HEATER—Day and Night, Red-wood Plumbing Co.
 HARDWARE—Schlage Locks, Palo Alto Hardware Co.
 SCREENS—Arthur Screens





3



4

5



- 1 PERSPECTIVE
- 2 FLOOR PLANS
- 3 PATIO AND SLEEPING PORCH
- 4 & 5 KITCHEN SHOWING "STANDARD" SINK AND "PARAMOUNT" CABINETS



No. D-48

ALL ELECTRIC HOME

SAN BERNARDINO, CALIFORNIA

\$62.60 per month to own

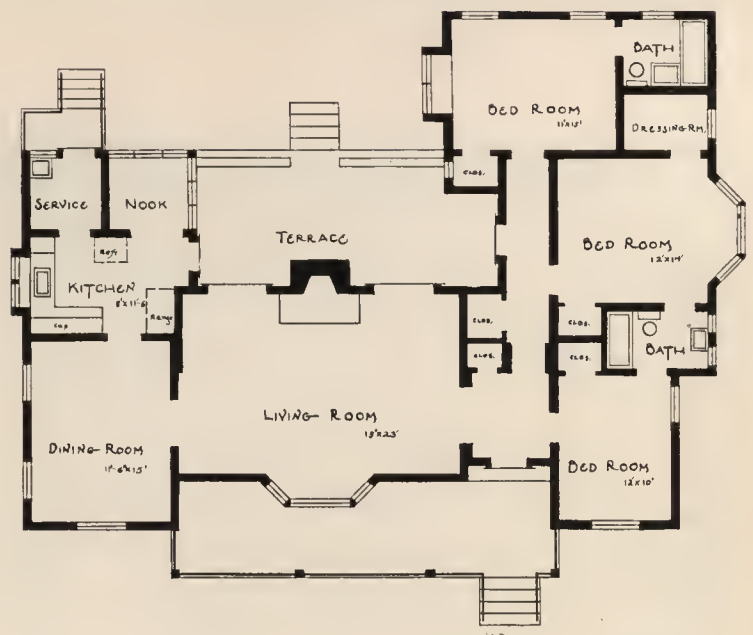
(F.H.A. Title II—20 Years

Financing Agent:

Security First National Bank

SPECIFICATION OUTLINE

WALLS—Douglas fir frame
EXTERIOR SURFACE—Portland cement stucco and redwood
EXTERIOR TRIM—Redwood
WINDOWS—Ponderosa pine
ROOF—No. 1 Red cedar shingles
FIREPLACE AND CHIMNEY—Brick
KITCHEN FLOOR—Linoleum
KITCHEN RANGE—Electric
SINK—Electric dish washer sink
HEATING—Electric



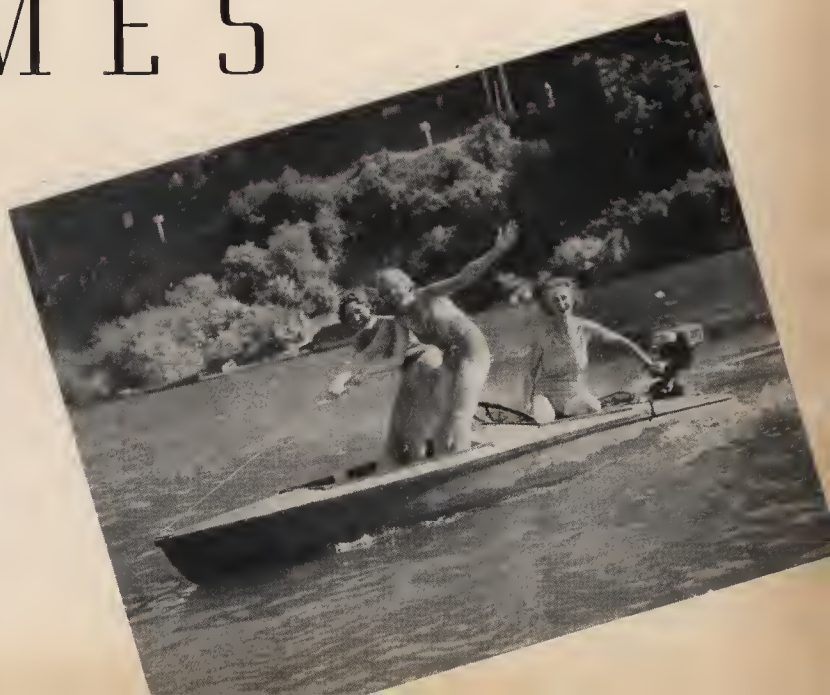


M A R I N



C O U N T Y

H O M E S



GENERAL BUILDING CONTRACTORS ASSN. OF MARIN COUNTY



★ **FOR HOME DEFENSE GUARD** ★
YOUR HOME BUILDING DOLLAR

1. Build your home in Marin:

WHERE you may live in rural simplicity from the water front within sight of San Francisco to remote valleys under the shadows of Mt. Tamalpais;

WHERE your manor may be a cottage in the woods or a formal country estate;

WHERE there is adequate room for living;

WHERE boating, swimming, horseback riding, hiking, fishing and hunting express every day living;

WHERE palm and citrus growing sunshine meet elm-sheltered roads and clear mountain brooks.

2. Engage a builder who holds your interest to be paramount:

WHO has learned the value of co-operation with the most reliable and trustworthy of his own profession;

WHO rejects collusion and price fixing;

WHO protects his customer's dollar by organizing to pool insurance risks at a substantial saving;

WHO maintains steady employment for outstanding craftsmen by voluntary exchange of labor.

WHO uses a trademark of honesty, dependability and economy encouraged by the home building industry.

MEMBERS

ED. J. RACOUILLAT
199 Tunstead, *San Anselmo*
Phone S. A. 3851

A. VON ROTZ
40 Greenfield, *San Anselmo*
Phone S. A. 4080

JORIS GATCHELL
San Pedro Rd., *San Rafael*
Phone S. R. 3899

DAVID S. ADAMS
Sleepy Hollow, *San Anselmo*
Phone S. A. 2947

SCHILLER THE BUILDER
102 F Street, *San Rafael*
Phone S. R. 4700-R

MEL. KLYCE
35 Eugene, *Mill Valley*
Phone Mill Valley 705

McCLURE CO.
33 Scenic, *San Anselmo*
Phone S. A. 4472

R. F. JOHNSON & SONS
Marin Office, *Kent Woodlands*
Phone S. A. 4870

GEORGE C. GOHEEN
Sycamore and Highway, *Mill Valley*
Phone Mill Valley 1270

MUNK & HATLEN
Alto Junction, *Alto*
Phone Mill Valley 800

WM. F. WEGNER
225 Monte Vista, *Larkspur*
Phone Lark 77



No. D-49 MILL VALLEY, CALIFORNIA

\$40.40 per month to own
(F.H.A. Title II—20 Years)

Selling Price—\$6,000.00

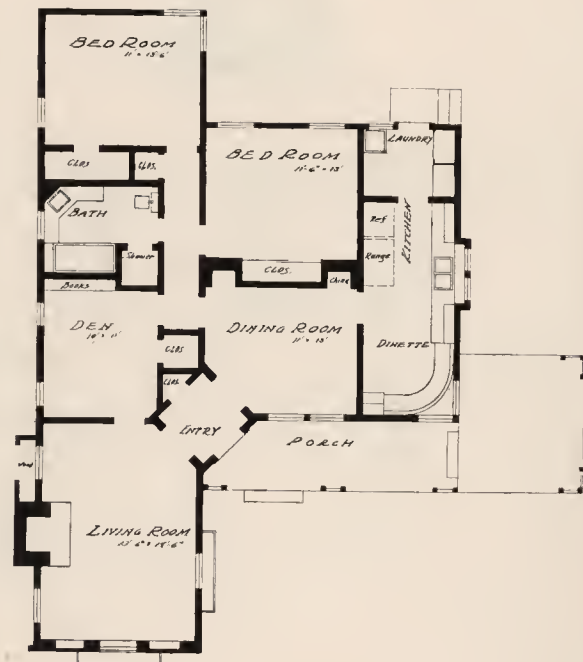
Builder: Goheen Construction Co.

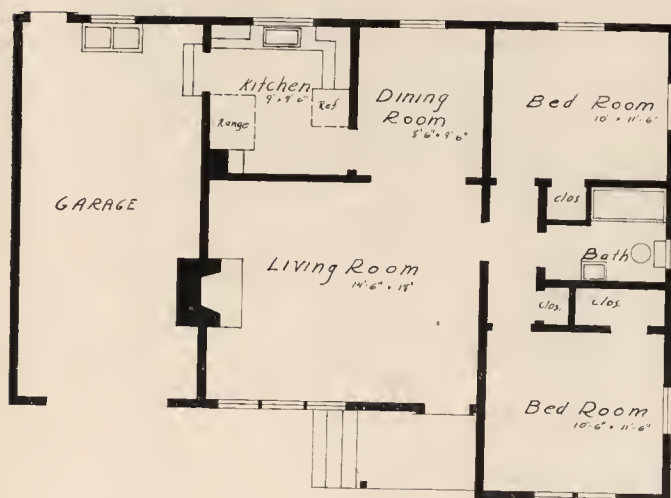
Financing Agent: Mill Valley Bank



SPECIFICATION OUTLINE

FOUNDATION—Cement, Cheda Co.
WALLS—Stucco, Cheda Co.
EXTERIOR SURFACE—Stucco, Cheda Co.
EXTERIOR TRIM—Redwood, Mill Valley Lumber Co.
WINDOWS—Double Hung, Mill Valley Lumber Co.
GLAZING—San Rafael Glass Works
ROOF—Shingles, Jack de Mello
PAINT—Geo. Wendt
SHEET METAL—Shields & Co.
LANDSCAPING—Mill Valley Nurseries
FENCES—Goheen Construction Co.
INTERIOR SURFACES—Plaster, Cheda Co.
FLOORS—Oak Strip
KITCHEN FLOOR—Linoleum, Pabco—J. B. Rice Co.
BATH FLOOR—Tile, Gladding McBean—Brooks Tile Co.
BATH WALLS—Tile, Gladding McBean—Brooks Tile Co.
PLUMBING FIXTURES—Standard, Shields Co.
LIGHT FIXTURES—Incandescent, Marin Electric Co.
CABINETS—Goheen Construction Co.
HEATING—Two gas fired floor furnaces, Shields Co.
HOT WATER HEATER—Day and Nite, Shields Co.
HARDWARE—J. B. Rice
GARAGE DOORS—Craw-fir-Dor, J. B. Rice





No. D-50 SAN ANSELMO, CALIFORNIA

\$25.60 per month to own
(F.H.A. Title II—25 Years)

Selling Price—\$3800.00

Designers and Builders: Munk & Hatlen

Financing Agent: Bank of San Rafael

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Jas. Ghilotti
EXTERIOR SURFACE—Rustic and Stucco—MacCormack, Tucker Lumber Co.
WINDOWS—MacCormack, Tucker Lumber Co.
GLAZING—MacCormack, Tucker Lumber Co.
ROOF—Redwood Shingles, Jack deMello
PAINT—Geo. Wendt
SHEET METAL—Currie Heating and Air Conditioning Co.
INTERIOR SURFACES—Plaster and White Pine Beams, Val Nichelini
FLOORS—Oak, Nelson Floor Service
KITCHEN FLOOR—Linoleum, Myers Linoleum Shop
BATH FLOOR—Linoleum, Myers Linoleum Shop
BATH WALLS—Plaster, Val Nichelini
SHADES—L. C. Smith
PLUMBING FIXTURES—Standard Sanitary Co., A. M. Justis
LIGHT FIXTURES—Chester Haney
WIRING—Chester Haney
CABINETS—Munk & Hatlen
HEATING—Currie Heating and Air Conditioning Co.
HOT WATER HEATER—A. M. Justis
HARDWARE—Schlage Lock Company, Record Hardware Co.



No. D-51
MILL VALLEY, CALIFORNIA

\$32.65 per month to own
 (F.H.A. Title II—25 Years)

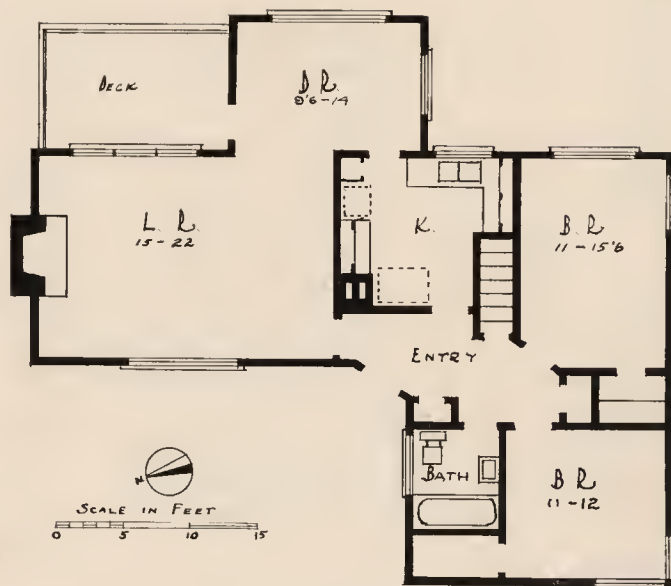
Selling Price—\$5,000.00

Builder: Peter Bachus

Financing Agent:
 American Trust Co.

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 FRAMING—O. P. Frame
 EXTERIOR SURFACE—Redwood Board and Batten
 EXTERIOR TRIM—Black
 WINDOWS—Steel—Detroit Steel Products Co.
 GLAZING—Pennvernon
 ROOF—Composition Shingle—Pabco Co.
 CHIMNEY—Brick
 WALKS—Concrete
 OUTSIDE PAINT—Linseed Oil
 SHEET METAL—Galvanized Iron
 INTERIOR SURFACES—Stucco Plaster
 TRIM—Pine
 MANTEL—Stone
 FLOORS—2" OAK STRIP
 KITCHEN FLOOR—Linoleum
 BATH FLOOR—Linoleum
 BATH WALLS—Plaster Paint
 PLUMBING FIXTURES—Standard
 INTERIOR PAINT—W. P. Fuller
 HEATING—Gas
 HOT WATER HEATER—Gas Automatic
 HARDWARE—Schlage Lock Co.



"Live in Marin"

at Alto ON 101 HIGHWAY

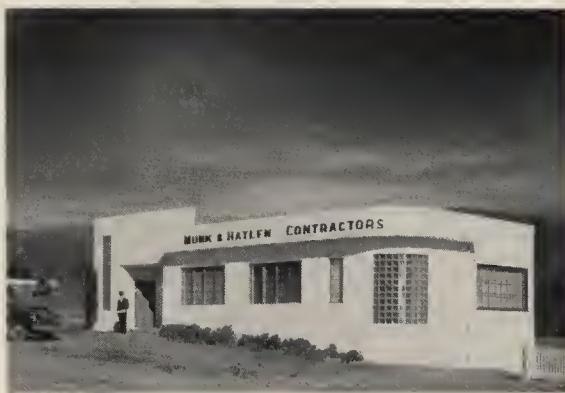
Now building in **Alto, San Rafael and Heather Gardens, Larkspur** — also highly restricted **Paradise Cove.**

MUNK AND HATLEN

BUILDING CONTRACTORS

ALTO

Phone Mill Valley 800



GOHEEN CONSTRUCTION CO.

A COMPLETE HOME
BUILDING ORGANIZATION

- Financing
- Plans
- Specifications
- Home Construction
- Excavating
- Grading
- General Contracting

See page 79

for one of our home plans

SYCAMORE AND HIGHWAY

MILL VALLEY MILL VALLEY 1270



Complete Home Building Service

NOW BUILDING IN
SAN ANSELMO
AND
MORNINGSIDE COURT

See page 87 for Home and Plan

ED. J. RACOUILLAT

**1388 SIR FRANCIS DRAKE BLVD.
SAN ANSELMO 3851**

"Be sure its **McCLURE***"*
BUILDING CONTRACTORS

SEE PAGE 85 FOR HOME AND PLANS

We have a complete building service

McCLURE CO.

33 SCENIC

SAN ANSELMO 4472

P. B. BACHUS
HOME BUILDER

DEVELOPER OF —
PINE CREST MANOR

A court of rustic bungalows overlooking
Richardson Bay, Mill Valley

Box 135

Phone: Mill Valley 597-R



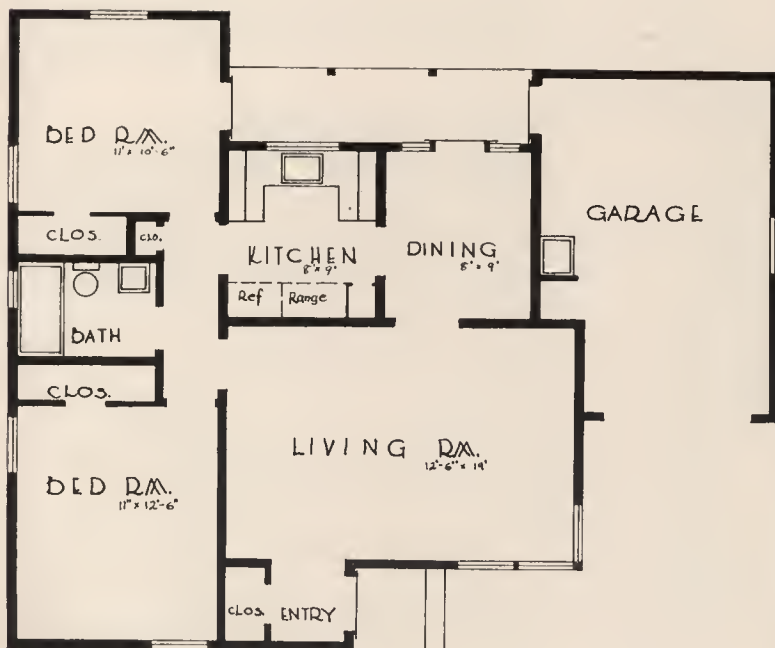
No. B-52
MILL VALLEY, CALIFORNIA
(VALLEY VILLAGE)

\$29.73 per month to own
(F.H.A. Title II—25 Years)

Builder: R. C. Briggs

Financing Agent:
Bank of San Rafael

Sales Agent: George Schleicher



SPECIFICATION OUTLINE

EXTERIOR SURFACE—Rustic, Gillon Lumber Co.
 EXTERIOR TRIM—Rustic, Gillon Lumber Co.
 WINDOWS—Pine, Gillon Lumber Co.
 ROOF—Composition, El Rey Stores
 PAINT—W. McCausland
 SHEET METAL—Bettencourt
 INTERIOR SURFACE—Sheet Rock
 FLOORS—Oak
 KITCHEN FLOOR—Linoleum
 BATH FLOOR—Linoleum
 BATH WALLS—Bestile, Streamline
 PLUMBING FIXTURES—Kohler
 LIGHT FIXTURES—Haney Electric Co.
 WIRING—Haney Electric Co.
 CABINETS—Gillon Lumber Co.



No. D-53 SAN RAFAEL, CALIFORNIA

\$40.40 per month to own
(F.H.A. Title II—25 Years)

Builder: Schiller, The Builder

Financing Agent: Bank of America



SPECIFICATION OUTLINE

FOUNDATION—Concrete, Cheda Company
WALLS—2x4 Douglas Fir, Henry Hess Co.
EXTERIOR SURFACE—1x8 Resawn Flush Siding, Henry Hess Co.
EXTERIOR TRIM—Rough Redwood, Henry Hess Co.
WINDOWS—Wood—Double Hung, Henry Hess Co.
GLAZING—Pennvernon S S & Crystal, Henry Hess Co.
ROOF—1/2-inch Redwood Shingles, De Mello Shingle Co.
PAINT—Cabots & Nasons, Weik Bros.
SHEET METAL—J. L. Beasley
INTERIOR SURFACE—Plaster, Henry Hess Co.
FLOORS—Oak Strip, E. L. Bruce Co., S. F.
KITCHEN FLOOR—Armstrong Linoleum, L. C. Smith
BATH FLOOR—Armstrong Linoleum, L. C. Smith
BATH WALLS—Plaster, J. J. Jackson
SHADES—Eagle Brand Hand Oiled, Leonardi Bros.
PLUMBING FIXTURES—Standard, Ernest Ongaro
LIGHT FIXTURES—Incandescent Supply Co., Leonardi Electric
WIRING—Knob and Tube, Leonardi Electric
CABINETS—Wood, Henry Hess Co.
HEATING—Gas Floor Furnace, Fraser & Johnson
HOT WATER HEATER—Day and Nite, Nova—Ernest Ongaro
HARDWARE—Schlage Old Iron, Record Hardware
SCREENS—Nu Frame Metal, Roll-Away Screen Co.



No. D-54
SAN ANSELMO, CALIFORNIA
(HAWTHORNE HILLS)

\$40.40 per month to own
(F.H.A. Title II—25 years)

Builder: McClure Company

Financing Agent: Bank of America

SPECIFICATION OUTLINE

FOUNDATION—Concrete, McPhail
 WALLS—Douglas fir
 EXTERIOR SURFACE—Stucco
 EXTERIOR TRIM—Redwood rustic
 ROOF—Cedar shakes, McClure Co.
 PAINT—W. P. Fuller
 SHEET METAL—E. E. Ongaro Co.
 INTERIOR SURFACES—Plaster
 FLOORS—Oak plain, McHale Floor Co.
 KITCHEN FLOORS—Linoleum, Armstrong
 BATH FLOOR—Tile, Pomona Tile—Brooks Tile Co.
 BATH WALLS—Plaster
 SHADES—Cloth
 PLUMBING FIXTURES—Standard, E. Ongaro
 CABINETS—McClure Co.
 HEATING—Biltwell, E. Ongaro
 HARDWARE—Sargent-Sloss-Brittain
 GARAGE DOOR—Tip-Top





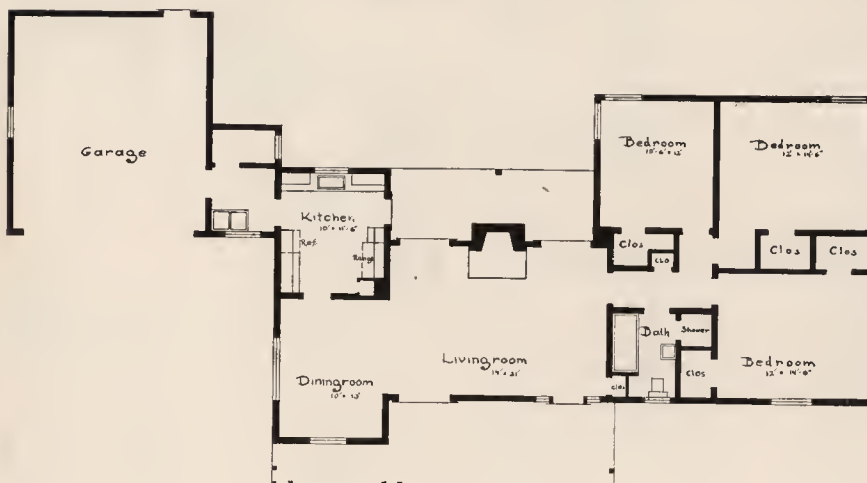
**No. D-55
SLEEPY HOLLOW,
MARIN COUNTY, CALIFORNIA
HAROLD G. STONER, ARCHITECT**



**\$57.50 per month to own
(F.H.A. Title II—20 Years)**

Builder: D. S. Adams

**Financing Agent:
Bank of America, San Anselmo**



SPECIFICATION OUTLINE

FOUNDATION—Concrete, James Ghilotti, San Rafael
PLASTERING—Carl Webber, San Rafael
EXTERIOR TRIM, WINDOWS AND LUMBER—Pine, Fairfax Lumber Co., Fairfax
ROOF—Redwood Hand Split Shakes, Jack De Mello
PAINTING—Geo. Gregory
SHEET METAL—Currie Heating Co., San Anselmo
FLOORS—McHale Hardwood Floor Co., San Anselmo
BATH FLOOR, BATH WALLS—Tile Work, Brooks Tile Co.
PLUMBING—E. Ongaro, San Anselmo
WIRING—Bert Gothie, San Anselmo
HARDWARE—Schlage Lock Co., J. B. Rice Co., San Rafael



No. D-56
SAN RAFAEL, CALIFORNIA

\$32.65 per month to own
 (F.H.A. Title II—25 Years)

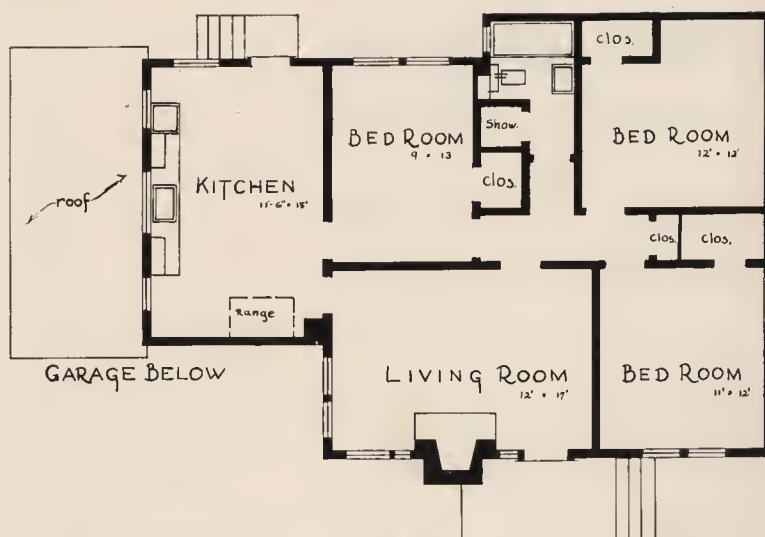
Builder: Ed. J. Racouillat

Financing Agent: American Trust Co.



SPECIFICATION OUTLINE

FOUNDATION—Concrete, Camgros Gravel & Fuel Co.
 WALLS—Douglas fir
 EXTERIOR SURFACE—Stucco, Camgros Gravel & Fuel Co.
 WINDOWS—San Rafael Mill & Lumber Co.
 ROOF—Red cedar shingle, San Rafael Mill & Lumber Co.
 PAINT—Pabco, J. B. Rice Co., Powers & Hansen
 SHEET METAL—Pacific Heating Co.
 INTERIOR SURFACES—Plaster, Carl Weber
 FLOORS—Oak, Roy Wahnig
 KITCHEN FLOOR—Linoleum, Sealox, Burgess Supply Co.
 BATH FLOOR—Tile, Pomona, Brooks Tile Co.
 BATH WALLS—Tile, Pomona, Brooks Tile Co.
 SHADES—Venetian, Smith Manufacturing—L. C. Smith
 PLUMBING FIXTURES—Standard, Wm. Buick
 LIGHT FIXTURES—California Electric, Hess Electric
 WIRING—Hess Electric
 CABINETS—San Rafael Mill & Lumber Co.
 HEATING—Biltwell, Pacific Heating
 HOT WATER HEATER—General, Pacific Heating
 HARDWARE—Schlage, J. B. Rice
 SCREENS—Roll-Away



**Mac Cormack - Tucker
Lumber Company**

314 Francisco Blvd.
San Rafael, Calif.

•
*Complete Line of
Building Materials*

•
Phone S. R. 1321

THE MILL VALLEY BANK

The Bank of Friendly Service

MILL VALLEY, CALIFORNIA

THOMAS J. SEWELL
PRESIDENT

JOHN BURT
VICE PRESIDENT

DOUGLAS A. NYE
SECRETARY

WALTER J. SWENSON
VICE PRESIDENT AND CASHIER

CHEDA COMPANY

BUILDING MATERIAL
TRUKMIXED CONCRETE
APPLIANCES — FUEL OIL

345 Francisco Blvd.
San Rafael, Calif.
Phone S. R. 88

HENRY HESS CO.

LUMBER & MILLWORK

MARIN'S

BUILDING MATERIAL MERCHANTS

SAN RAFAEL • NOVATO

Marvelous

FIRST in Marin . . . Let us be the
FIRST to serve you . . .



COURTEOUS, COMPLETE F. H. A. AND
PERSONAL LOAN SERVICE



BANK OF SAN RAFAEL

Affiliated with
**FIRST NATIONAL BANK
IN SAN RAFAEL**

Phone San Rafael 5700

YOU WILL FIND A LAND OF HOMES WHICH
VALLEYS . . . YOU WILL FIND FORESTS,
PLEASANT COMMUNITIES DOT THE OPEN
DERE, TIBURON, CORTE MADERA, LARKSPUR,
FAIRFAX, MANOR, WOODACRE, SAN GERONIMO,
LOMA, MUIR BEACH, STINSON BEACH, BOLINAS,
SHALL, TOMALES, FALLON, NOVATO, IGNACIO .
TIAL AREAS WHERE YOU MAY HAVE YOUR HOME

WE ARE NOW BUILDING IN THE FOLLOWING LOCATIONS
Kent Woodlands • San Anselmo • San Rafael • Ross

R. F. JOHNSON and SON

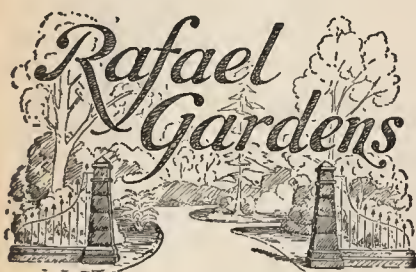
2036-38 SAN PABLO AVENUE

EL CERRITO

Phones: Richmond 1048 • ASherberry 4468

MARIN COUNTY OFFICE KENT WOODLANDS, PHONE S. A. 4870

MARIN



Subdivision of the
gardens of the
OLD HOTEL RAFAEL

Now restricted homesites in 15 acres of natural beauty devoted to a better way of living . . . many happy families are enjoying their new homes in this wonder spot . . . centered in the elite, close-in section of San Rafael, adjacent to Dominican College, Tamalpais School for Boys and Public Schools.

Schools, shops and transportation within 2 or 3 blocks. Homesite prices \$1150.00 to \$1650.00 have been approved for F. H. A. financing.

Installation of street work and utilities are now completed. Drive into the property and you'll never want to leave.

MARVELOUS MARIN REALTY CO.



SPREADS OVER ROLLING HILLS AND SPACIOUS LAKES AND STREAMS . . . SEASHORE AND BAYS . . . COUNTRY . . . SAUSALITO, MILL VALLEY, BELVE-KENTFIELD, ROSS, SAN ANSELMO, SAN RAFAEL, NICASIO, FOREST KNOLLS, LAGUNITAS, TOCA-OLEMA, INVERNESS, POINT REYES STATION, MAR- . . . ALL OFFERING A WIDE CHOICE OF RESIDEN- RIGHT NOW.

J. B. RICE CO.

Complete Displays of
BUILDING SPECIALTIES
HARDWARE — LIGHTING

P A B C O

Paint - Roofing - Linoleum
SAN RAFAEL

HAND YOURSELF A HOME
WITH RENT MONEY!

WILL BUILD TO SUIT IN

"BROOKSIDE MEADOW"

SAN ANSELMO, MARIN CO.

ONLY 10% CASH REQUIRED

*That newest small home subdivision
where you get*

LARGE LEVEL LOTS

\$500.00 TO \$800.00

10% CASH, \$12.00 MONTHLY
PAVED STREETS PAID FOR

LEACH REALTY CO.

198 SIR FRANCIS DRAKE BLVD.
SAN ANSELMO
Phone S. A. 2060

BUILDING MATERIAL
HEATING EQUIPMENT - FUEL OILS

CAMGROS GRAVEL

&

FUEL CO., INC.

626 THIRD STREET
SAN RAFAEL, CALIF.
Phone 505

LANG REALTY CORP.

Developers of

● SLEEPY HOLLOW — SAN ANSELMO

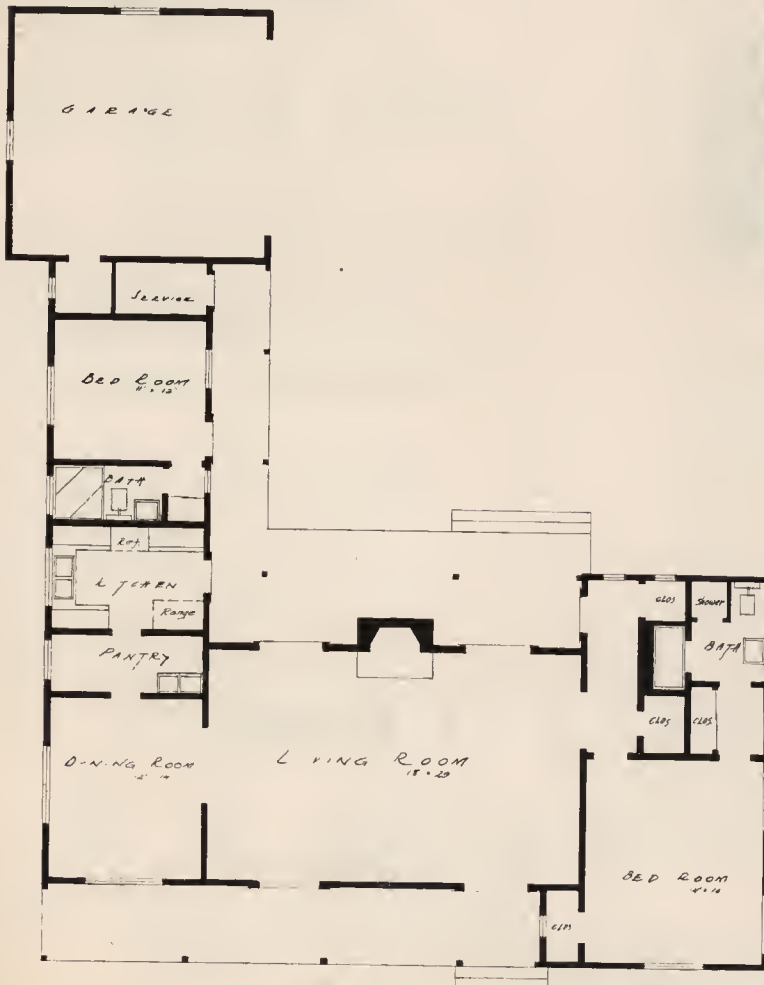
LANG REALTY CORP.

Marin County Office • San Anselmo
Main Office • 39 Sutter St., San Francisco



No. D-57 KENTFIELD, CALIFORNIA

\$57.00 per month to own
(F.H.A. Title II—20 Years)
Selling Price—\$7,800.00
Builder: R. F. Johnson & Son
Financing Agent:
Crocker First National Bank



SPECIFICATION OUTLINE

FOUNDATION—Cheda Company
EXTERIOR SURFACE—Redwood Rustic—Hogan Lumber Co.
EXTERIOR TRIM—Redwood—Hogan Lumber Co.
WINDOWS—Steel Sash—Detroit Steel Products
GLAZING—Gleason & Richardson
ROOF—Redwood Shingles—Hogan Lumber Co.
PAINT—Morwear Paint Store
SHEET METAL—Knoles Sheet Metal Works
INTERIOR SURFACES—Sheetrock—Hogan Lumber Co.
FLOORS—Hardwood—McHale Hardwood Floor
KITCHEN FLOOR—Linoleum—Armstrong—Rigney Tile Co.
BATH FLOOR—Tile—California Art—Rigney Tile Co.
BATH WALLS—Tile—California Art—Rigney Tile Co.
SHADES—Oil shades—Rigney Tile Co.
PLUMBING FIXTURES—Standard—Ernest Ongaro
LIGHT FIXTURES—Boyd Light Fixture Co.
WIRING—V. G. Electric Co.
CABINETS—Negus Bros.
HEATING—Knoles Sheet Metal Works
HOT WATER HEATER—Ernest Ongaro
HARDWARE—Schlage—Maxwell Hardware Co.



No. D-58

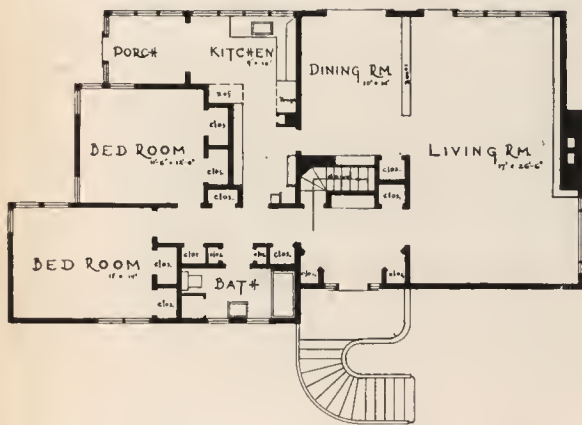
SAN RAFAEL, CALIFORNIA

Structural Engineers:

James H. Hjul Co.—Kenneth Hjul

Builder: J. O. Gatchell, San Rafael

Financing Agent: Bank of San Rafael



SPECIFICATION OUTLINE

FOUNDATION—Redy Mix Concrete, Cheda Co.
 WALLS—U. S. G. Board—Henry Hess Co.
 EXTERIOR SURFACE—Pabco Asbestos Shingles
 EXTERIOR TRIM—Clear Redwood—Henry Hess Co.
 WINDOWS—Truscon Steel Sash—San Rafael Glass Co.
 ROOF—Alumi-Shield—Roating Service & Supply Co.
 PAINT—Acme Paint
 SHEET METAL—Currie Heating & Air Conditioning Co.
 INTERIOR SURFACES—Paint—George Gregory
 FLOORS—Oak—C. E. Frazier
 KITCHEN FLOOR—Linoleum—Pabco (J. B. Rice Co.)
 Sausalito Furniture Co.

BATH WALLS—Plaster
 SHADES—Cloth and Drapes
 PLUMBING FIXTURES—Crane—A. M. Justice
 LIGHT FIXTURES—Flush Lighting—Eklund Electric Co.
 WIRING—Red Seal
 CABINETS—Henry Hess Co.
 HEATING—Air Conditioning—Currie Heating & Air
 Conditioning Company
 HOT WATER HEATER—Day and Nite Automatic
 HARDWARE—Ruswin
 SCREENS—Truscon Steel
 INCIDENTALS—Stanley Garage Door Overhead Set



El Paseo *Garden Apartments*

1355 SIR FRANCIS DRAKE BLVD.
SAN ANSELMO

For those who wish to rent in
Marin County before they
buy or build

See page 86

For one of my 28 homes
built to order in
SLEEPY HOLLOW



DAVID S. ADAMS

Developer and Builder

1355 SIR FRANCIS DRAKE BLVD. PHONE SA 2947



NEATH THE SHADOW OF THE MOUNTAIN

VALLEY VILLAGE MILL VALLEY

See page 83 for home and floor plan

2 Blocks From

- SHOPPING CENTER
- SCHOOLS
- TRANSPORTATION

OVER 100 PLANS AVAILABLE TO SUIT YOUR IDEAS

•
GEORGE W. SCHLEICHER
EXCLUSIVE AGENT

•
R. C. BRIGGS, Builder
582-22nd Ave. • San Francisco • SKYline 9204



BUILD NOW IN MARIN COUNTY

● *Let us help you*

Select the right lot —
Plan your home —
Arrange the financing —
Contract for Construction

● *Necessary Cash*

10% of cost of
Lot and House

Maynard Redmond

REAL ESTATE • INSURANCE • LOANS
1011 A Street, San Rafael Phone 3500

MARIA'S PUEBLO

SAN RAFAEL



MEXICAN DINNERS
ENCHILADAS - TAMALES



Maria Gargulo, Mgr.
Cor. B and Bayview Phone San Rafael 1973

FOR HOME BUILDING CALAVERAS WHITE PORTLAND CEMENT —

The leading cement for exterior stucco.

CALAVERAS PLASTIC EARLY HARDENING—

Saves time and money when used for concrete foundations, drive-ways, and floors.

CALAVERAS SPECIAL PLASTIC —

Is what the plastering contractors demand for High Grade work.

CALAVERAS CEMENT CO.

315 MONTGOMERY STREET
SAN FRANCISCO

1300 PRODUCE STREET
LOS ANGELES



\$35.50 per month to own
(F.H.A. Title II—20 Years)

Builder: Wm. F. Wegner

Financing Agent:

Bank of San Rafael

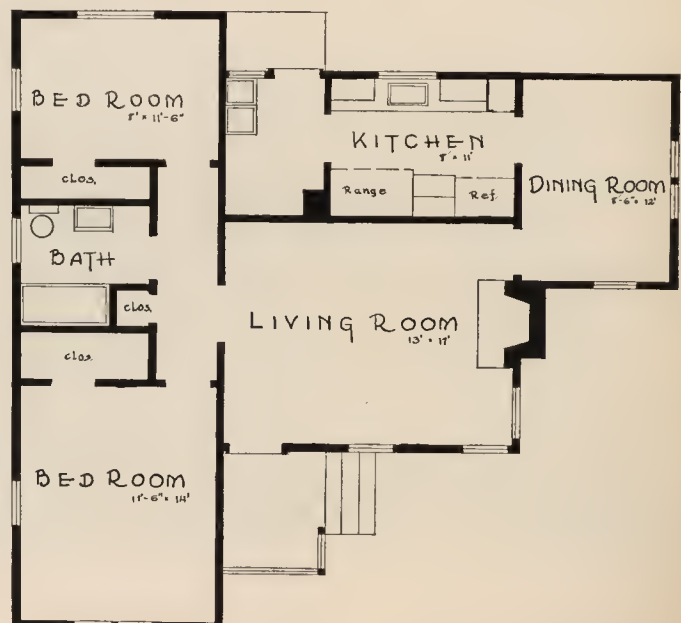


No. D-59

LARKSPUR, CALIFORNIA

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Mario Bottini
EXTERIOR—Redwood rustic, Fairfax Lumber
WINDOWS—Ponderosa pine
ROOF—Red cedar shingles, Jack De Mello
PAINT—Pabco, J. B. Rice Co.
SHEET METAL—Freitas Plumbing Co.
LANDSCAPING—Gordon Courtright
BRICK WORK—B. I. Goodheart
FLOORS—Oak, T. Atkins
KITCHEN FLOOR—Linoleum, Sausalito Furniture Co.
BATHROOM FLOOR—Linoleum, Sausalito Furniture Co.
BATHROOM WALLS—Hardwall plaster, Carl Weber
VENETIAN BLINDS—Ry-Lock
PLUMBING FIXTURES—Standard, Freitas Plumbing Co.
LIGHTING FIXTURES—Incandescent, Tamalpais Electric Co.
CABINETS—Peerless DeLuxe, J. B. Rice Co.
HEATING—Fraser & Johnson Biltwell, Freitas Plumbing Co.
HOT WATER HEATER—Day & Nite, Freitas Plumbing Co.
HARDWARE—Yale & Towne, J. B. Rice Co.
GARAGE DOOR—50-50 Overhead, Allith Prouty Co.





1

REMODELING IN MARIN

1. ORIGINAL ROAD HOUSE



2

2. RAZING UPPER FLOORS

3. FRONT VIEW OF FINISHED BUILDING

4. APARTMENT FLOOR PLAN

5. COMPLETED APARTMENT HOUSE—FIRST OF 4



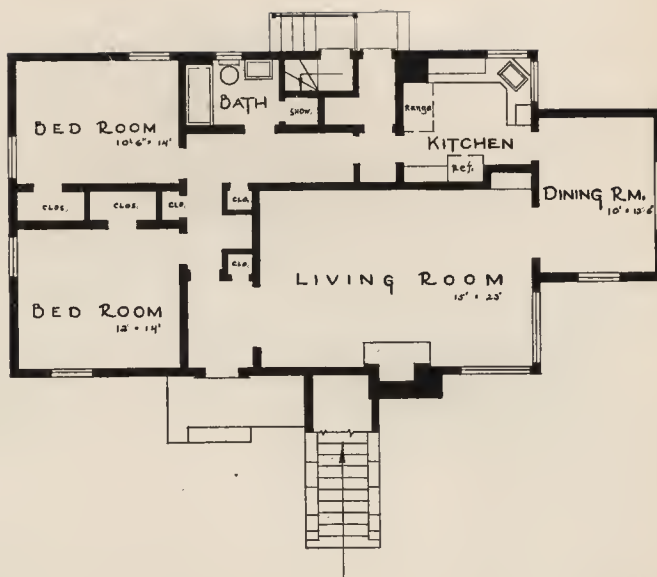
3

FOR INCOME COUNTY

No. D - 60

SAN ANSELMO, CALIF.

DAVID S. ADAMS, BUILDER



4



5



MARVELOUS MARIN

is now but a few minutes from San Francisco
by **GREYHOUND**

JUST OVER the Golden Gate from San Francisco lies the home-site of your dreams! It's in Marvelous Marin, one of California's loveliest regions. It has a seacoast like the Mediterranean shore at Monte Carlo . . . mountains that tower picturesquely above verdant valleys . . . a forest of giant Sequoias, found only in the Coast Range of the West.

Yet this beautiful home area is only a few minutes from busy San Francisco, connected with the metropolis by the world's largest single-span bridge. Here you may really enjoy home life only a few minutes from the heart of a great city.

Every day Pacific Greyhound Lines transport thousands of commuters to and from their country homes in Marin to their work in San Francisco. They ride in safe, comfortable diesel-motored buses. Frequent schedules, practically continuous during commuting periods,

give convenience unmatched by any other form of transportation.

A few miles north are Clear Lake, the Russian River resort area, the Valley of the Moon, the Redwood Highway with its vast forests of the world's greatest and most beautiful trees. All are reached quickly by Greyhound bus.

For the things that are worth while in living, plan your home in Marvelous Marin. Take a Marin tour by Greyhound and realize what it can mean to live in this lovely home area, now connected with San Francisco by a modern transportation system.

For information, call your local Greyhound agent, or write W. H. Starling, General Passenger Agent, Pacific Greyhound Lines, Pine and Battery Streets, San Francisco.



GREYHOUND



No. D-61



ROSS, CALIFORNIA

\$49.60 per month to own

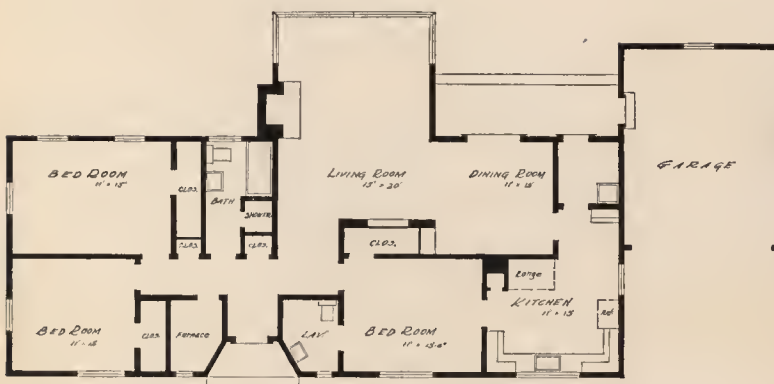
(F.H.A. Title II—20 years)

Builder—A. Von Rotz

Financing Agent—American Trust Co.

SPECIFICATION OUTLINE

FOUNDATION—Concrete, Camgros Gravel & Fuel Co., Inc.
 EXTERIOR SURFACE—Redwood siding, Fairfax Lumber Co.
 EXTERIOR TRIM—Redwood siding, Fairfax Lumber Co.
 WINDOWS—Steel, Truscan
 GLAZING—San Rafael Glass Co.
 ROOF—Redwood shingle, Jack de Mello
 PAINT—Cabois stain, Geo. Gregory
 SHEET METAL—Pacific Heating
 INTERIOR SURFACE—Plaster, H. W. Laster
 FLOORS—Hardwood
 KITCHEN FLOOR—Linoleum, San Anselmo Furniture Co.
 BATH FLOOR—Linoleum, San Anselmo Furniture Co.
 SHADES—Venetian
 PLUMBING FIXTURES—Wm. Buick
 LIGHT FIXTURES—Incandescent, L. Leonardi
 WIRING—L. Leonardi
 CABINETS—Von Rotz, Marin Cabinet & Fixture Works
 HEATING—Biltwell, Pacific Heating Co.
 HOT WATER HEATER—Day & Nite, Pacific Heating Co.
 HARDWARE—Schlage, J. B. Rice Co.
 OVERHEAD—50-50, Allyth-Prouty



COMPLETE
Home
Enjoyment
BEGINS
HERE



**Borrow
Wisely**

COMplete enjoyment of your new home *begins* with a sound financial plan.

In *your* home planning, give at least as much thought to *borrowing wisely* as you do to the selection of a lot, or the room arrangement. And let this bank simplify the job through its 87 years of experience with the financial side of home ownership.

F.H.A. HOME LOANS

for as much as 90% of appraisal, and as long as 25 years, are available through this bank's many offices. Drop in for a friendly discussion of your home loan needs.

BANKING SINCE 1854

**AMERICAN
TRUST
COMPANY**



Head Office: San Francisco

Many Offices

Serving Northern California

Member Federal Deposit Insurance Corp.
Member Federal Reserve System

BETSOLD IN SAN MATEO

Better Built New Homes

\$5,550.00 up

See page 61 for picture and floor plan.

Will build to suit your individual
ideas



L. C. Betsold

1415 EL CAMINO REAL
Phone San Mateo 11301

Build with

HAYDITE

SUPERIOR LIGHTWEIGHT CONCRETE
MASONRY AT A COST COMPARABLE
TO WOOD

- LOW UPKEEP
- FIRE SAFE
- LOWER INSURANCE RATES
- STOPS TERMITES
- ELIMINATES SHRINKAGE
- SAVES FUEL COSTS
- ALL WEATHER COMFORTS
- A LIFETIME HOME

BEFORE YOU BUILD — INVESTIGATE

NATIONALLY RECOGNIZED . . . 15 YEARS OF
PROVEN VALUE

**HAYDITE CONCRETE PRODUCTS
COMPANY**

SAN RAFAEL

Phones: San Rafael 444
Berkeley—Ashberry 8349

HAYDITE SALES CO.
RIALTO BLDG., SAN FRANCISCO

EXbrook 8816
Plant—McNear Brick Yards, San Rafael



No. D-62
SAN ANSELMO, CALIFORNIA
MORNINGSIDE COURT

\$38.20 per month to own
(F.H.A. Title II—25 Years)

Selling Price—\$5,700.00

Builder: Ed J. Racouillat

Financing Agent:
American Trust Co., San Rafael

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 EXTERIOR SURFACE—Stucco, Camgros Gravel
 & Fuel Co., Carl Weber
 LUMBER AND MILLWORK—San Rafael Mill &
 Lumber Co.
 ROOF—Cedar Shingle, Jack de Mello
 PAINT—Pabco, J. B. Rice—Powers & Hansen
 SHEET METAL—Pacific Heating Co.
 INTERIOR SURFACES—Lath & Plaster, Carl
 Weber
 FLOORS—Oak, Ray Wahng
 KITCHEN FLOOR—Linoleum, Sealox—Burgess
 Supply Co.
 BATH FLOOR—Tile, Pomona—Brooks Tile Co.
 BATH WALLS—Tile, Pomona—Brooks Tile Co.
 VENETIAN BLINDS—Smith, Pomona—L. C.
 Smith
 PLUMBING FIXTURES—Standard, Wm. Buick
 LIGHT FIXTURES—California Electric Co.,
 Hess Electric
 WIRING—Hess Electric
 CABINETS—San Rafael Mill & Lumber Co.
 HEATING—B T U Biltwell, Pacific Heating Co.
 HOT WATER HEATER—30 gal. General, Pacific
 Heating Co.
 HARDWARE—Schlage, J. B. Rice Co.
 SCREENS—Roll-Away Screen Co.





No. D-63 SAN CARLOS, CALIFORNIA

\$40.40 per month to own
(F.H.A. Title II—25 Years)

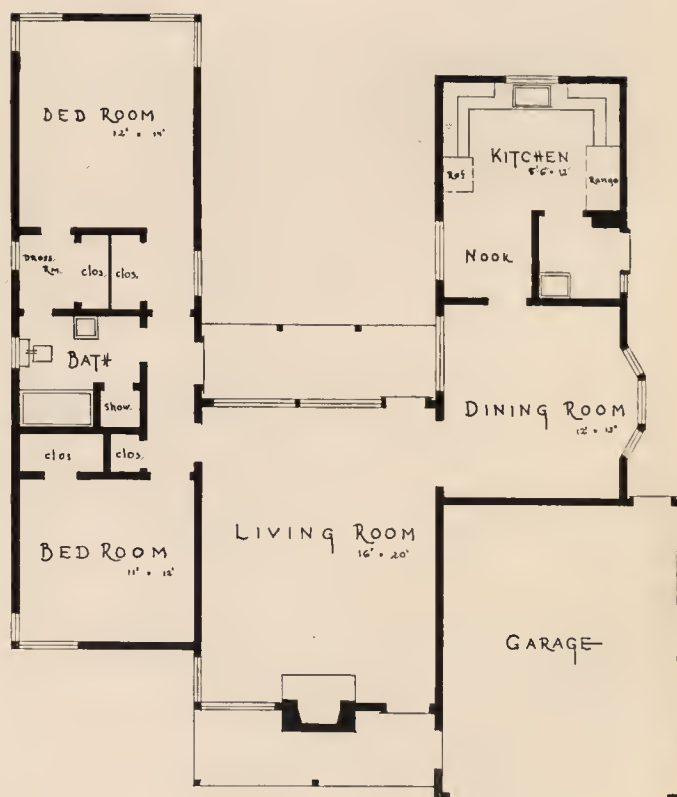
Contract Price—\$5,600
(does not include lot)

Builder: Stanley W. Younger

Financing Agent:
American Trust Co.

SPECIFICATION OUTLINE

FOUNDATION—Concrete
WALLS—Douglas Fir
EXTERIOR SURFACE—Redwood
EXTERIOR TRIM—Redwood
WINDOWS—Ponderosa Pine
GLAZING—Pennvernon
ROOF—Double Split Cedar Shakes
FLOORS—White Select Oak
KITCHEN FLOOR—Linoleum
BATH FLOOR—Tile
BATH WALLS—Tile
SHADES—Venetian Blinds
PLUMBING FIXTURES—Crane
HEATING—Forced Air, Gas Fired
HARDWARE—Schlage





No. D-64
REDWOOD CITY, CALIFORNIA
(REDWOOD VILLA PARK)

\$26.95 per month to own
(F.H.A. Title II—25 Years)

Builder: S. E. Manning, Inc.

Financing Agent: Jamison, Towle, Willoughby

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 EXTERIOR SURFACES—Redwood V Rustic
 ROOF—No. 1 Red Cedar Shingles
 CHIMNEY—Brick
 EXTERIOR TRIM—Redwood
 FENCE—Redwood Picket
 FLOORS—Oak
 KITCHEN AND DINETTE FLOOR—Linoleum
 HEATER—Gas Floor Furnace





No. D-65

RICHMOND, CALIFORNIA

\$21.70 per month to own

(F.H.A. Title II—25 Years)

Builder: Geo. S. Tandy

A LOW COST SINGLE WALL HOUSE

1. AGALITE WALLED BATH

2. FLOOR PLAN

3. FRONT PERSPECTIVE

1.

SPECIFICATION OUTLINE

FOUNDATION—Concrete

WALLS—Ponderosa pine—Builders Emporium

EXTERIOR SURFACE—Rustic Ponderosa

EXTERIOR TRIM—Single wall structure—Builders Emporium

ROOF—Composition—Builders Emporium

PAINT—W. P. Fuller Co.

INTERIOR SURFACES—Ponderosa pine—Builders Emporium

KITCHEN FLOOR—Linoleum—Agalite-Walls

BATH FLOOR—Linoleum

BATH WALLS—Agalite wall tile.

PLUMBING FIXTURES—Standard

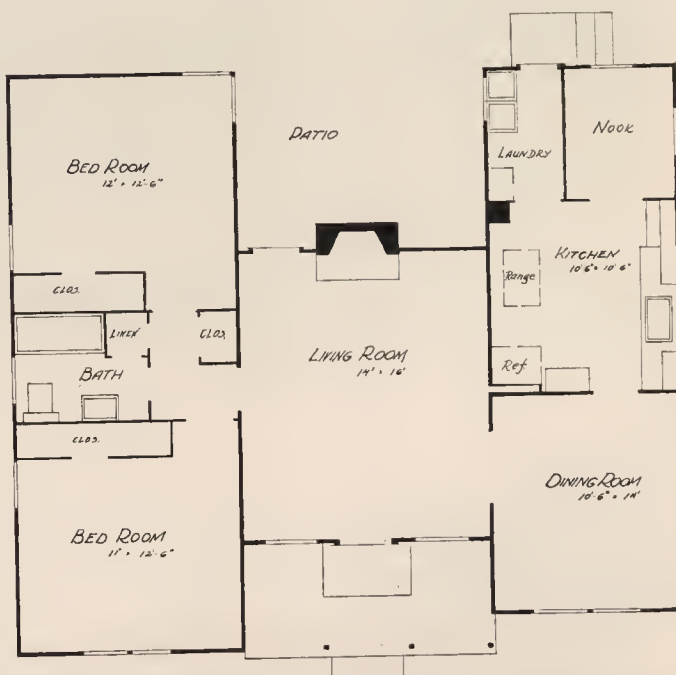
LIGHT FIXTURES—Incandescent Supply Co.

CABINETS—Paramount Built-In Fixture Co.

HEATING—Atlas

HARDWARE—Lockwood

2.



3.





No. D-66
SAN FRANCISCO, CALIFORNIA

\$28.00 per month to own

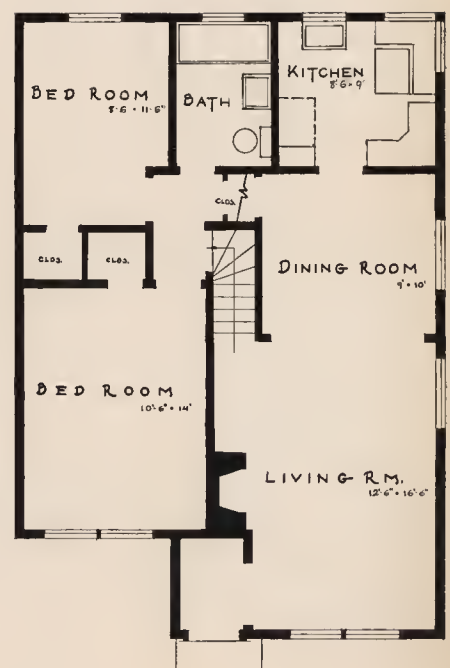
(F.H.A. Title II—25 Years)

Builder—I. Feibusch & Son

Financing Agent—Hibernia Bank

CONSTRUCTION DETAIL

FOUNDATION—concrete—Pacific Portland Cement
 WALLS—D. F.—Christenson Lumber Company.
 EXTERIOR SURFACE—Redwood rustic—Christenson Lumber Company.
 GLAZING—San Francisco Glass Company.
 ROOF—comp. tar and gravel.
 PAINT—exterior, oil and varnish.
 INTERIOR SURFACES—sheet rock, painted and stippled.
 FLOORS—hardwood.
 KITCHEN FLOOR—linoleum—Associated Home Furnishers.
 BATH FLOOR—tile—Granada Tile Company.
 BATH WALLS—tile—Granada Tile Company.
 SHADES—Venetian blinds—Continental Venetian Blinds, Inc.
 PLUMBING FIXTURES—Standard.
 LIGHT FIXTURES—Joseph Bookbinder.
 WIRING—Richmond Electric Company.
 CABINETS—C. E. Reinhart Company.
 HEATING—thermostat control automatic gas.
 HOT WATER HEATER—20-gallon Sentinel water heater.
 HARDWARE—Schlage.
 GARAGE DOORS—overhead door—E. R. Perry.





No. D-67

ALL ELECTRIC HOME

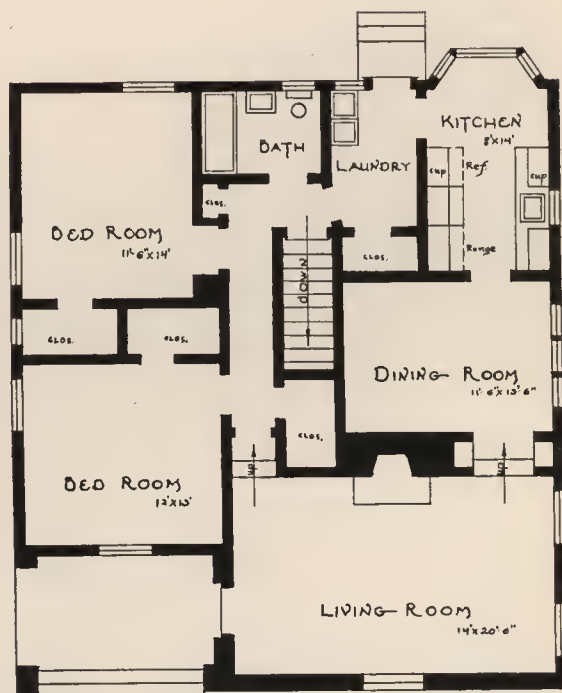
TULARE, CALIFORNIA

\$33.85 per month to own

(F.H.A. Title II—25 Years)

SPECIFICATION OUTLINE

FOUNDATION—Concrete
 EXTERIOR SURFACE—Stucco
 ROOF—Spanish tile, Gladding McBean
 WINDOWS—Ponderosa pine
 PORCH—Concrete
 FLOORS—Oak
 KITCHEN & LAUNDRY FLOORS—Linoleum
 INTERIOR SURFACE—Plaster
 HEATING—Electric





No. D-68

LOS ANGELES

\$35.00 per month to own—15 years

Builder—The McCarthy Company

Financing Agent—

First Federal Savings & Loan Assn.
of Beverly Hills

SPECIFICATION OUTLINE

FOUNDATION—Concrete

EXTERIOR SURFACE—Stucco

WINDOWS—Douglas fir

OUTSIDE DOORS—Douglas fir

ROOF—No. 1 cedar shingles

CHIMNEY—Brick

WALKS—Cement

INTERIOR SURFACES—Stucco

KITCHEN FLOOR—Linoleum, Elkeles, Inc.

BATH FLOOR—Tile, C. W. Woods Tile Co.

SHADES—Tontine, Elkeles, Inc.

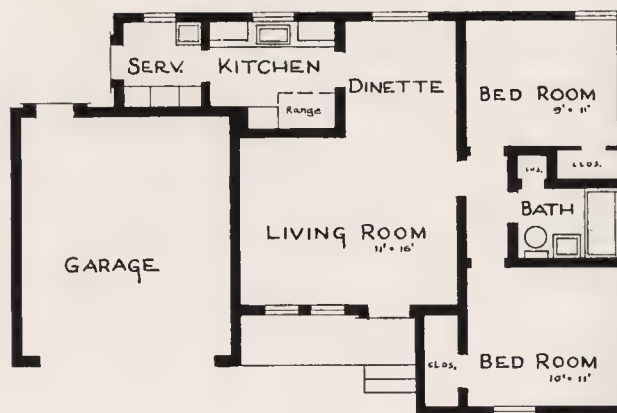
PLUMBING FIXTURES—Standard, Chas. Lockard

LIGHT FIXTURES—E. L. Smith

INTERIOR PAINT—George Parr Co.

HEATING—De Luxe wall heaters

HOT WATER HEATER—Federal "Warrior"





No. D-69

SANTA MONICA, CALIF.

\$35.00 per month to own

(F.H.A. Title II—25 Years)

Architect—Homer Rice

SPECIFICATION OUTLINE

FOUNDATION—concrete.

EXTERIOR SURFACE—Portland cement stucco,
redwood, common brick.

ROOF—No. 1 red cedar shingles.

WINDOWS—Ponderosa pine casement.

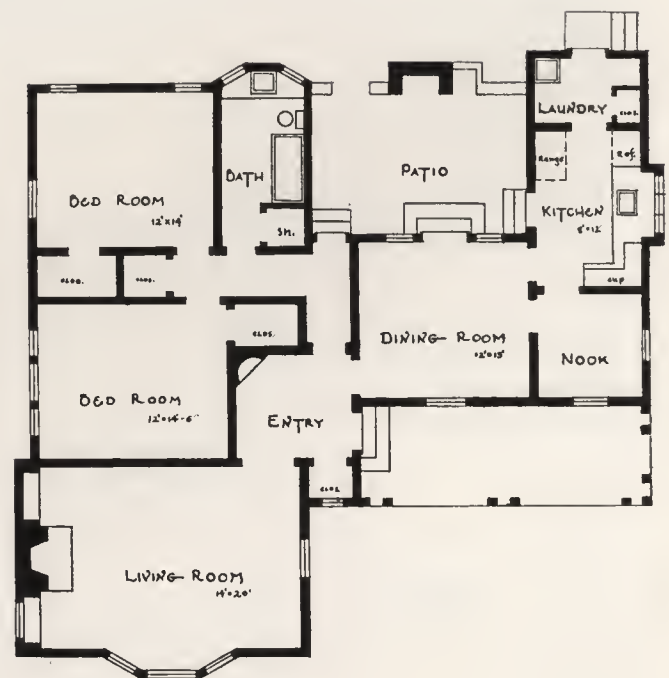
EXTERIOR TRIM—redwood.

HEATER AND HOT WATER HEATER—Electric.

PLUMBING—Standard.

KITCHEN FLOOR—Armstrong linoleum.

BATHROOM—tile.





(Photograph, Sonya Noskowiak)

\$36.45 per month to own

CONSTRUCTION

WALLS—O. P. Frame and Re-sawn Flush Rustic

ROOF—Redwood Shingles, Doubled Every Seventh Course, Redwood Ridge and Hip Boards

WINDOWS—Wood, Built-Up Panels, and Casements

HEATING—Gas, Air Conditioning

COLOR SCHEME

WALLS—W. P. Fuller Company, Driftwood Grey

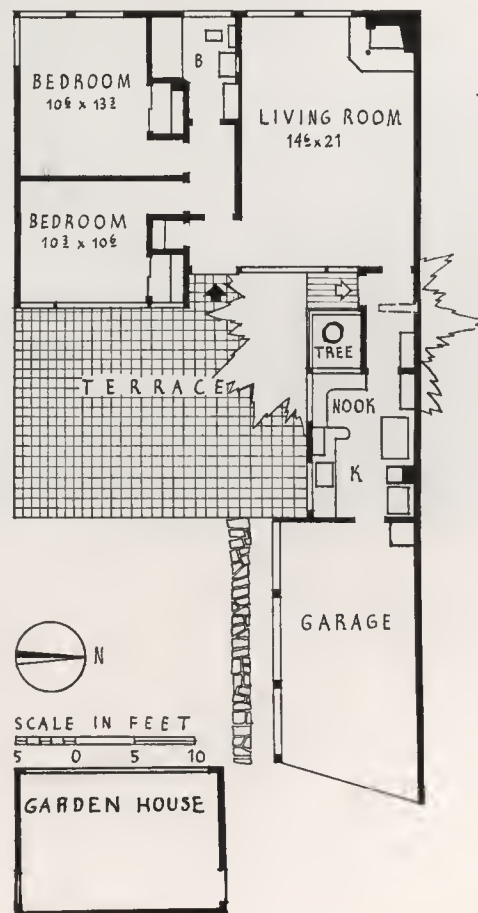
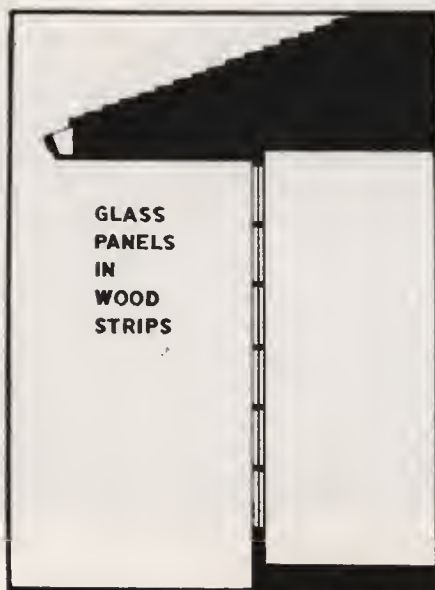
ROOF—W. P. Fuller Company, Boiled Linseed Oil

TRIM—Forest Green

SOFFITS, UNDER ROOF EAVES—Sky Blue

HOUSE IN CARMEL, MARIO CORBETT, ARCHITECT

1. **JAPANESE** in character, plan dominated by large pine tree, adapts valid idea of incorporating garden as part of living area.
2. **VIEW** windows are not luxuries; sheets of glass are blocked in place with wood strips. Only sections required for ventilation are made to open.
3. **PLANNING** complicated by small, narrow lot (40' x 100') sloping in a steep bank from the roadside. Apparently in the wrong position on the lot, the large pine tree seemed a stumbling block. However, it was not cut down, but considered by architect as part of problem. Finally, after much consideration, orientation being favorable, present solution was adopted. Since side facing north is undesirable exposure, windows are entirely omitted, compensated by window wall opening to garden wall, for sunny southeast exposure. Small garden guest house, in position shown on plan, serves to secure privacy from street.





No. D-71

EL CERRITO, CALIF.

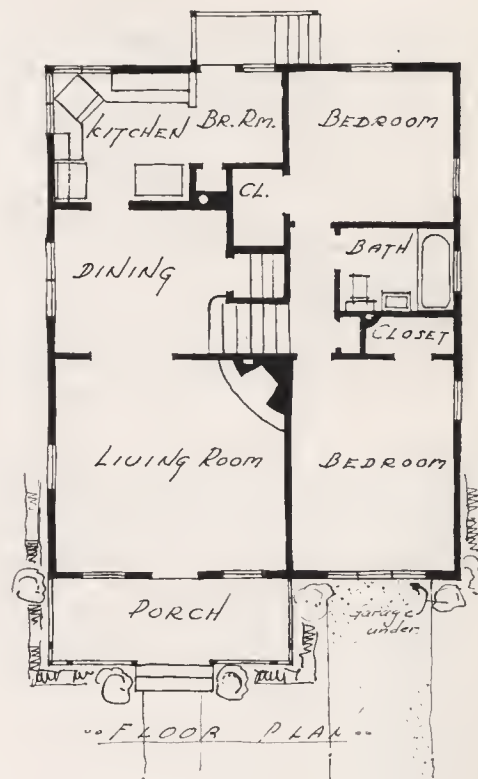
\$39.10 per month to own
(F.H.A. Title II)

Builder—Ray A. Norheim

Financing Agent—American Trust Company

SPECIFICATION OUTLINE

FOUNDATION—concrete.
EXTERIOR WALLS—redwood rustic.
WINDOWS—Ponderosa casement
PORCH—common brick
ROOF—hand-split redwood shakes.
EXTERIOR TRIM—redwood.
Redwood picket fence.
Circulating warm air gas furnace.





No. D-72

SAN MATEO, CALIFORNIA

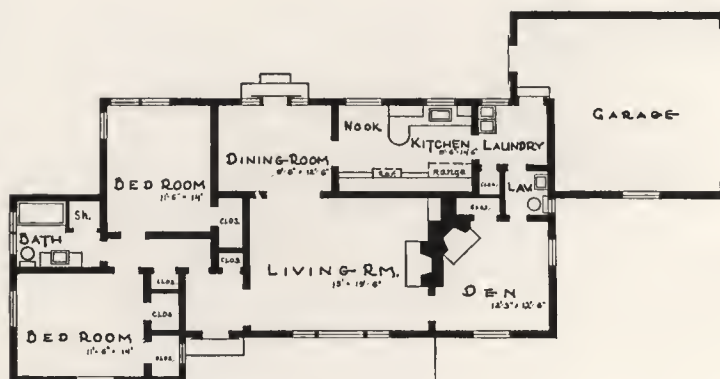
\$43.00 per month to own

(F.H.A. Title II—25 years)

Architect—W. C. F. Gillam

Builder—George Arthur & Sons

**Financing Agent—
San Francisco Bank**



SPECIFICATION OUTLINE

EXTERIOR SURFACE—Stucco—Wisnom Lumber Co.

EXTERIOR TRIM—Redwood—Wisnom Lumber Co.

WINDOWS—Pacific Mfg. Co.

GLAZING—Pacific Mfg. Co.

ROOF—Redwood Cedar Shakes—Wisnom Lumber Co.

PAINT—W. P. Fuller Co.

SHEET METAL—Garvey Sheet Metal Works.

LANDSCAPING—Peninsula Nursery.

INTERIOR SURFACES—Stucco.

FLOORS—Oak—Inlaid Floor Co.

LINOLEUM—Kilgore & Co.

BATH FLOOR—Linoleum—Kilgore & Co.

PLUMBING FIXTURES—Crane, Higgins & Kraus.

LIGHT FIXTURES—Ross Fixtures—Incandescent Supply Co.

WIRING—Mausser Electric Co.

CABINETS—Pacific Mfg. Co.

HEATING—Fraser Furnace—Garvey Sheet Metal Works.

HOT WATER HEATER—General—Higgins & Kraus.

HARDWARE—Schlage—Wisnom Hardware Co.

GARAGE DOOR—Controlador.

BATH WALLS—Tile—Broom Hall Art Tile.

SHADES—VENETIAN—Sunmaster.



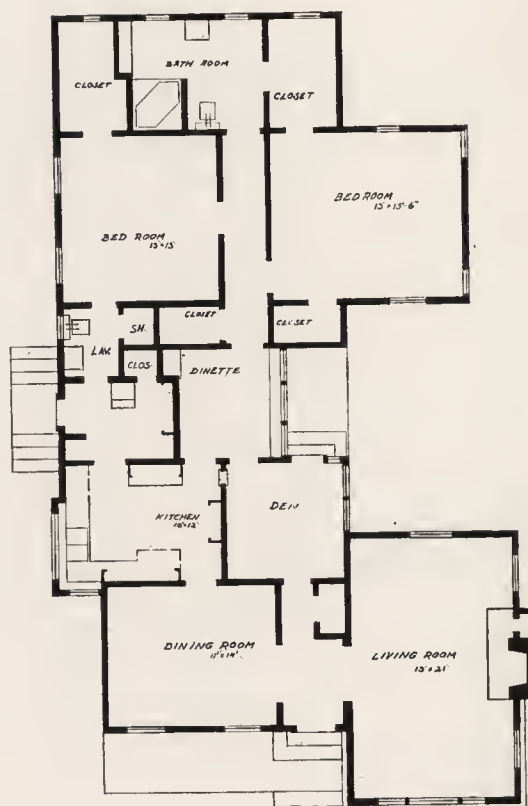
No. D-73
SAN GABRIEL, CALIFORNIA

ALL ELECTRIC HOME

\$44.00 per month to own
(F.H.A. Title II—20 Years)
Builder: Paul Manning

CONSTRUCTION

FOUNDATION—Concrete
EXTERIOR SURFACE—Stucco and Brick
EXTERIOR TRIM—Redwood
ROOF—No. 1 Red Cedar Shingles
PAINT—Lead and Oil
INTERIOR SURFACES—Plaster
FLOORS—Oak
KITCHEN FLOOR—Linoleum (Armstrong)
PLUMBING FIXTURES—Standard



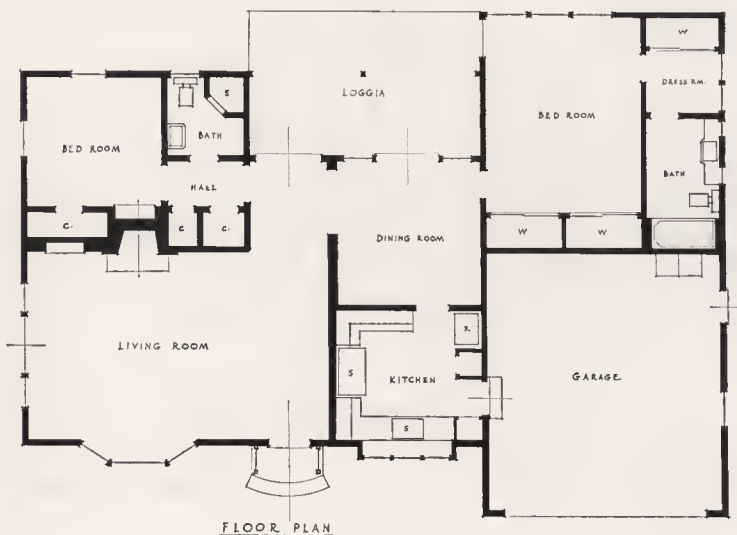


No. D-74

\$45.00 per month to own
(F.H.A. Title II—25 years)

MENLO PARK, CALIFORNIA

Architect—John E. Fennacy
Builder—West Coast Homes, Inc.
Financing Agent—
American Trust Company



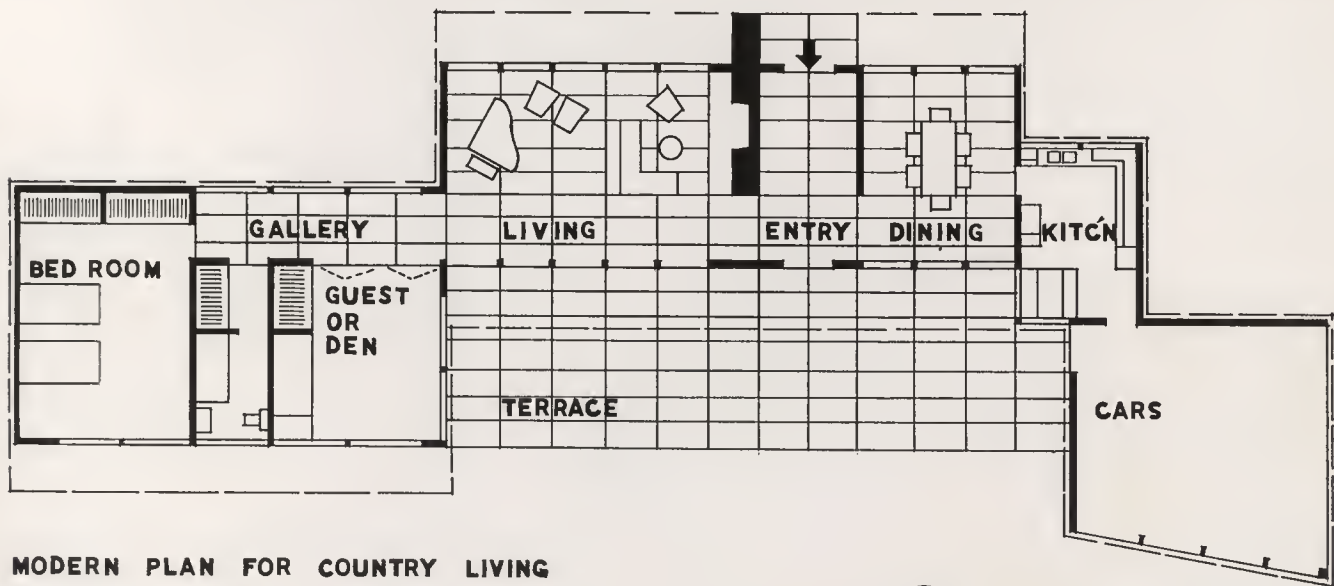
SPECIFICATION OUTLINE

FOUNDATION—Concrete.
WALLS—No. 1 O. P. Frame.
EXTERIOR SURFACE—"A" Redwood Rustic.
EXTERIOR TRIM—"A" Redwood.
WINDOWS—Double Hung Ponderosa Pine
GLAZING—Libbey, Owens, Ford.
ROOF—Cedar Shakes.
PAINT—Boston Varnish Company.
SHEET METAL—San Carlos Sheet Metal.
LANDSCAPING—West Coast Nursery.
FLOORS—White Oak Plank.
KITCHEN FLOOR—Linoleum.
BATH FLOOR—Linoleum.
PLUMBING FIXTURES—Crane, Hansen & Son.
LIGHT FIXTURES—Modern Furniture Co.
WIRING—K. & T.—San Carlos Electric Co.
CABINETS—Peerless Built-In Fixture Co.
HEATING—Clipper, San Carlos Sheet Metal.
HOT WATER HEATER—Crane—Hansen & Son.
HARDWARE—Corbin Lock Company.

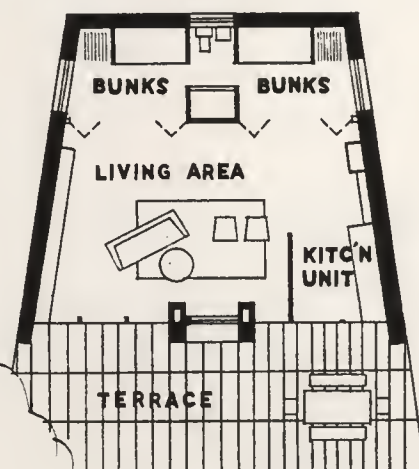
SOME LIKE IT HOT - SOME LIKE IT COLD

(VACATION HOMES)

No. D-75



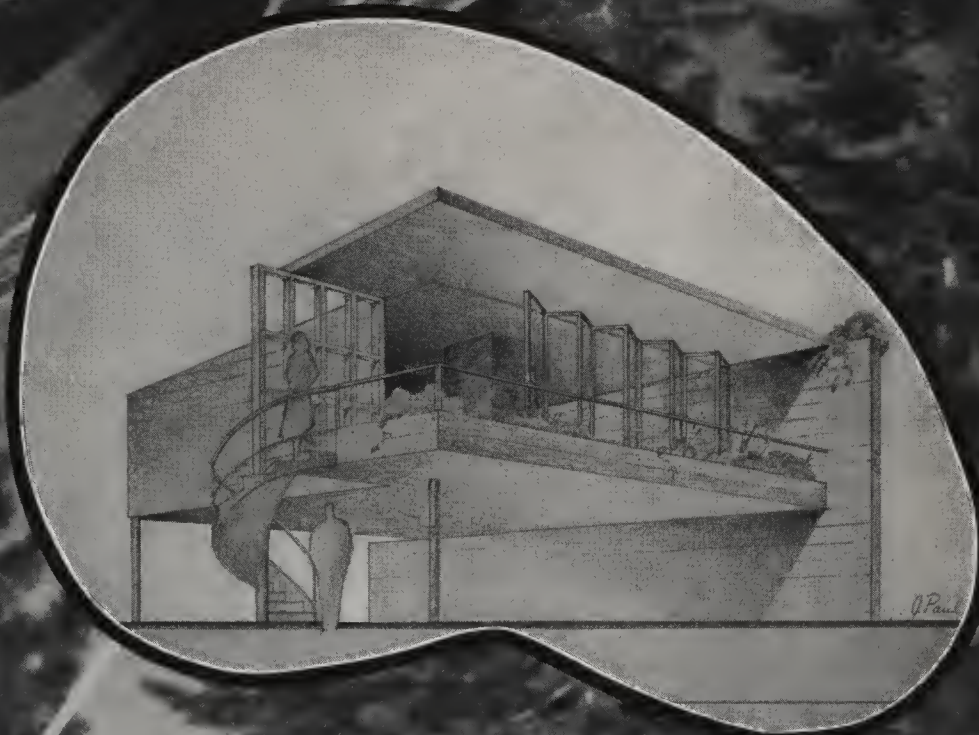
MODERN PLAN FOR COUNTRY LIVING
MARIO CORBETT
ARCHITECT



MODERN PLAN FOR MOUNTAIN RETREAT
MARIO CORBETT
ARCHITECT

No. D-76

FOR HIGH ELEVATIONS AND DEEP VALLEYS, THIS SUMMER HOME CONTAINS AMPLE LIVING, COOKING AND SLEEPING UNITS, ARRANGED TO PROVIDE THE MAXIMUM OF FREE SPACE. BROAD WINDOWS ACROSS THE ENTIRE FRONT CREATE A CONTINUOUS OUTDOOR ATMOSPHERE. GENUINE DISTINCTION IS ADDED BY THE TWIN STONE CHIMNEYS SERVING THE WIDE INDOOR AND OUTDOOR FIREPLACES.



SKI LODGE

No. D-77

MARIO CORBETT, ARCHITECT & J. PAUL OPPENHEIM, ASSOCIATE

A HOUSE ON STILTS TO REDUCE FOUNDATION COSTS, PROVIDE ADEQUATE HEIGHT FOR VIEW AND TO REDUCE SNOW SHOVELLING. SLOPING ROOF PITCHES TOWARD VIEW.

THE ENTIRE LIVING ROOM OPENS TO THE VIEW AND SUN WITH FOLDING DOORS TO PROVIDE THE MAXIMUM OF OUT-DOOR LIVING AND INDOOR VIEW.

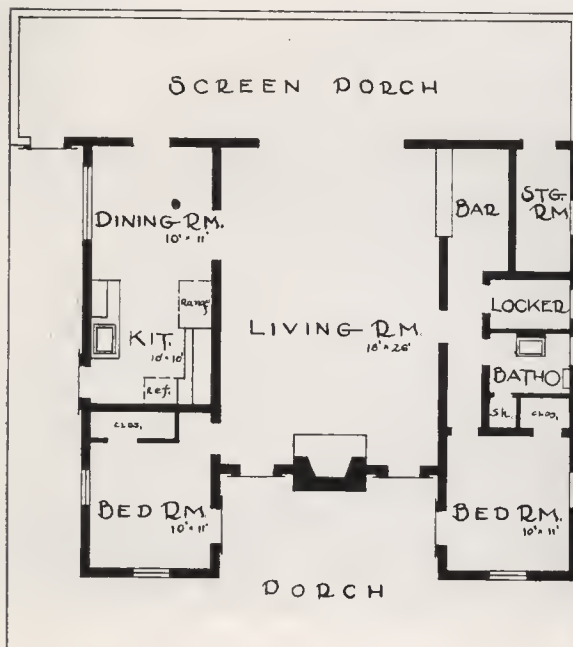


No. D-78

SANTA CRUZ MOUNTAINS, CALIFORNIA

BUILDER—SANTA CRUZ LUMBER CO.

2



3





4

1. CABIN AND SETTING
2. FLOOR PLAN
3. COOKING-DINING ARRANGEMENT
4. LIVING ROOM TOWARD FIREPLACE
5. LIVING ROOM FROM FIREPLACE

5





Courtesy W. & J. Sloane Co.

INTERIOR IDEAS

dedicated to the brides of Spring 1941,
who look with faith to the future.
Living room by W. & J. Sloane, San Francisco





You long to live in the country...

These rooms are from the W. & J. Sloane model home and are furnished to meet the requirements of a suburban family of moderate income.



You'd much rather live in town . . .

The City of Paris presents these Town
House furnishings for the family that
chooses to live in the city.





Antique Your Furniture Yourself

by Dana Fuller, Advertising Manager, W. P. Fuller & Co.

Interior decorators and color stylists have been using "antique" effects for many years, with results that have gained increasingly in acceptance. Today you have only to inspect a showing of quality furniture to realize that this trend has become an accepted mode.

Nor is this type of furniture a fad, its favor quickly to pass. The beautifully mellowed color harmonies possible with antiqued enameled furniture fill a need of the home-maker—allow her to add color to her rooms that is neither garnish nor clashing.

Brightly enameled surfaces are quite desirable in bathrooms and kitchens, where it is possible to blend the entire decorative scheme of the walls and appliances into shades of the same or contrasting colors. But with furniture one must consider the rugs, drapes, wall coverings and other bits of color in the room.

It is here that "antiquing" comes into its own. The addition of the antique glaze mellows the brightness of the enameled furniture. It makes for a richness and softness that is in good taste and most pleasing to the eye.

You will find the antiquing of furniture most interesting. The main steps are clearly illustrated by the photographs. "Antiquing" is a simple process, easily done in your home. The tools are simple—the directions readily followed.

As antiquing is done over enamel, the first step is to prepare the article properly. Home enameling—you'll find it easy, too—is thoroughly covered in the directions on the cans.

You may use any one of the many lovely new enamel colors to achieve the effect you desire.

Allow the freshly enameled surface to dry completely, then brush on a generous coat of antique glaze or, if you wish to soften the gloss of the enamel, rub it lightly with fine pumice and water. Cover the entire surface with the glaze (figure 2). On large articles do a complete section or panel at a time.

If you wish to antique an already painted article, it is recommended that you first sand lightly, then apply a coat of enamel (figure 1). And here's a hint: turn a chair upside down and do the hard-to-get-at parts first.

Antique glaze comes colored ready for use, eliminating the muss of tinting and thinning.





Start the stippling or antiquing within twenty minutes, while the glaze is wet. The sooner the wiping process is begun the lighter will be the final antiquing glaze.

With a soft rag wipe out the center of a panel, rung, or knob. This need not be done too carefully as it is well to avoid sharp lines or edges. Then with a crumpled soft cloth pat the glaze lightly, from the inside outward, to get the stippled effect (figure 3). Most antiqued articles graduate from little or no glaze in the center to sometimes solid shading on the outer edges.

The final step is to blend the glaze delicately from light to dark. Use crumpled cheesecloth for this, stip-

pling lightly (figure 4). In this last operation you determine the amount of colored glaze to be left, which in the modern mode is a subtle suggestion, rather than heavy solids.

Bone white finish is in reality an antiqued white, "grained" instead of "stippled" as outlined above. The steps are similar except for the manner of wiping the glaze.

The boned effect is gained by dragging No. 3 steel wool, a dry brush, or dry cheesecloth over the remaining glaze coating (figure 5). The boned texture is seldom seen heavy with glaze, as a small amount is sufficient to get the effect.

Often one sees the "boned" glaze on very light shades of enamel as well as on white. The results are very pleasing.

Although furniture is most frequently painted with a gloss enamel, an eggshell finish is often used as the base color. This finish gives much the same tone as the use of pumice and water on a gloss enamel.

Monterey or Early California finishes are achieved in a pleasing, yet simple way by applying the boned antique effect over shades of base color, such as straw, driftwood, maize or other characteristic Spanish hues.

Undercoat the furniture as directed. For the final coats tint a white eggshell finish to the desired base color with color in oil. Then glaze and follow the boned antique directions already given.

More elaborate techniques involve spray equipment and professional finishes. Technical Service Department, W. P. Fuller & Co., San Francisco, will furnish this information, if desired.

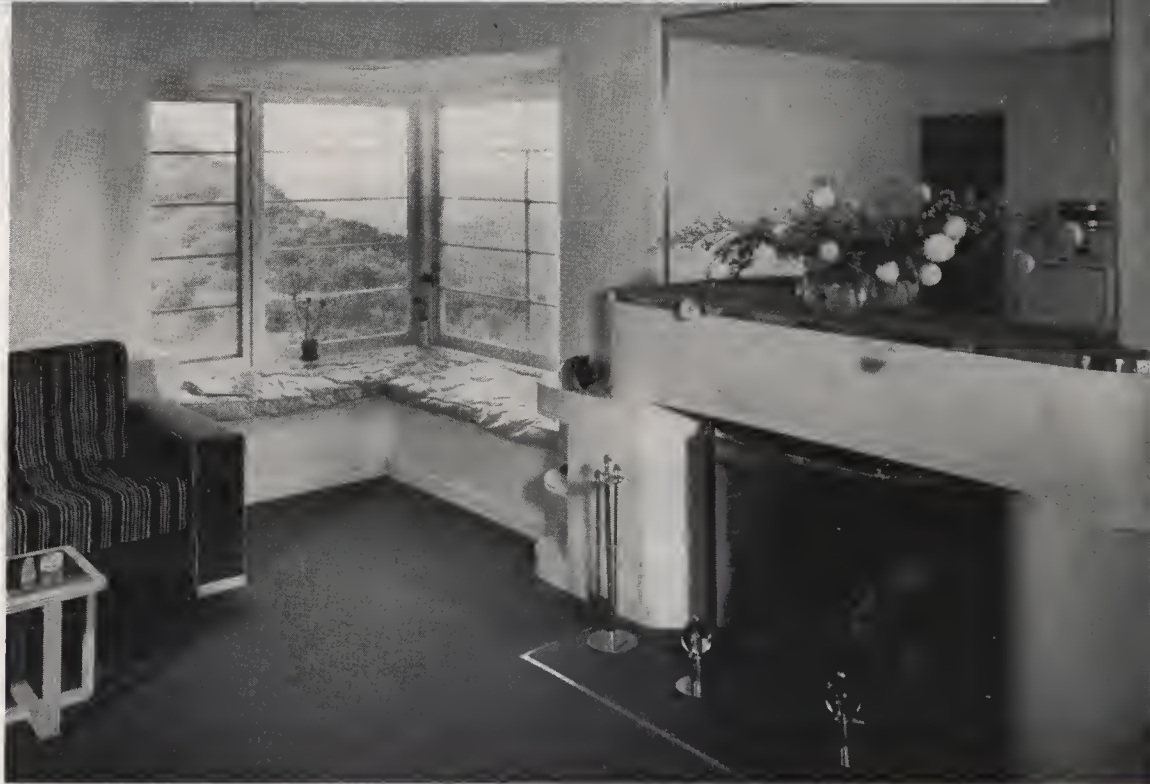




Lets have some light on the subject !

the Los Angeles homes of
Raymond Stockdale

See pages 43 & 73





Lets look inside the Niles Rotary Model Home (See page 24)

Sponsored by Niles Rotary Club—Niles, Calif.
Frederick H. Reimers, Architect

Interior Decorating and Furnishings by
Breuners' Furniture Company,
Oakland, California
in
collaboration with
Mrs. George C. Roeding, Jr.

Background for beauty—

NEW FLOORS*

by BARBARA McCLURE, Armstrong Cork Company



Selection of flooring is one of the most commonly neglected problems facing prospective home builders. Part of this is due to the great number of seemingly more important questions that come to the fore when the future home is a point at issue. Another reason for floors being considered rather unimportant features of the newly constructed interior lies in the fact that, until the past few years, floors were not recognized as design elements.

Since the floor is one of the largest single areas lending itself to decoration, and since the total effect of any room can be either made or marred by the floor, architects and decorators are now emphasizing the necessity of properly selected materials.

High resistance to wear, pleasing appearance (particularly from the standpoint of color and individualized design), comfort under-foot, ease of cleaning, quietness, and a cost within the budget have been termed the essential flooring requisites from the standpoint of satisfaction.

Naturally not all of these characteristics are found to their maximum limit in any one flooring material, but a brief review of several up-to-minute products will prove a valuable guide for all home owners-to be.

LINOLEUM

Time was when linoleum was primarily thought of as a common-sense covering for kitchens and the bath. The passing of old-fashioned methods of laying this material—with a hammer and handful of tacks—and great manufacturing improvements in both design and coloring have helped its present acceptance as a correct covering for every room in the home.

First of all, linoleum is long-wearing. Good linoleum, in many instances, has been in constant service fifteen to twenty years, sometimes even longer.

Because of recent advancements in methods of installation, particularly over heavy lining felt, linoleum today provides a warmer, more quiet floor than ordinary wood, and one that should never need expensive refinishing.

The feature of easy cleaning is unquestionably one of this material's outstanding assets, for in this age the busy homemaker has every right to enjoy "streamlined" methods of accomplishing household tasks. Linoleum's smooth surface resists dirt and stains and, in contrast to wood, does not act as catch-all for dust, is easy to keep fresh-looking and new. A daily dry mopping, an occasional washing, followed by waxing, is all the maintenance required. Expensive refinishing is never needed.

From the standpoint of attractiveness, linoleum has quite recently come to the fore. Drab, uninteresting patterns have been replaced by a great variety of smart, colorful floors, purposefully planned to inject "atmosphere" into present-day interiors. These include deep, richly marbelized patterns, striated jaspe effects, distinctive embossed tile designs, and unusual geometrical arrangements, all styled to the times. If the manufacturer's line does not include the exact type of floor desired, a special original design and color scheme may be easily created by the architect.

Many homemakers ask, "Is it absolutely correct, from a decorative standpoint, to use rugs over linoleum in every type of room?" The answer is—**yes**. Linoleum is a flooring—not a floor covering. As a matter of fact, the handsome hues in the linoleum will bring out the rich coloring in good rugs. On the other hand, if the buying of rugs must be postponed, the linoleum itself provides a pleasing all-over floor.

ASPHALT TILE

A short quarter century ago, the average American home had concrete paving in the basement, which was often a damp, ill-kempt place. One seldom ventured into this part of the house except on errands of strictest necessity. Today, however, there is hardly a dwelling under construction in which this modern "Cinderella" is not preparing to steal the show. The reason for such a trend is the use of automatic heating equipment that does away with the usual dirt and dust, and the development of a flooring satisfactory for installation in basements—Asphalt Tile.

This product is the only type of resilient flooring that may be safely used over concrete floors that are in direct contact with the ground. It is not at all affected by dampness and excessive moisture as are other resilient floorings.

Another highly commendable virtue of asphalt tile lies in the fact that its asbestos content assures fire-resistance.

Bright colors and clear marbeling—features heretofore lacking in asphalt tile—have just recently been produced in this material.

RUBBER TILE

This modern flooring, often called "The Aristocrat of Resilient Floors," is another deserving of attention, and particularly when distinction and enduring beauty are more important than a minor difference in price.

* Photographs courtesy Armstrong Cork Company.



2



3

Much of what has been written about the cleaning ease of linoleum is true of rubber tile. Ink and other common liquids wipe up without stain. If the floor has been marred by some unusual accident, the original high gloss characteristic of rubber tile can be restored by dry buffing with steel wool.

Because its natural resilience tends to cushion footsteps and quiet noise, because it comes in a variety of colors and adaptable designs, this covering is appropriate for the entrance hall, living room, dining room and all other areas in which the added expenditure for a "better" floor can be justified by a stylishness and utility.

Cork tile should also be mentioned in any discussion of present appropriate flooring materials, for its quietness and subdued coloring makes it ideal for libraries, studies and music rooms.

These four types of resilient flooring—Linoleum, Asphalt, Rubber and Cork Tile—comprise the group of materials most likely to set the style pace in current and future cycles of home building. Each offers specific advantages which merit consideration if this important part of the interior, your flooring, is to be well planned.

1 A RICHLY COLORFUL FLOOR OF PLAIN CHOCOLATE LINOLEUM, WITH FLORAL MOTIFS IN WHITE AND GRAY TO ADD A NOTE OF INTEREST. WHEN YOUNGSTERS SPILL STICKY THINGS LIKE JAM, A DAMP CLOTH, LIGHTLY WHISKED OVER THE SURFACE OF THIS LINOLEUM, REMOVES EVERY TRACE.

2 THIS INVITING PLAYROOM IS A PERFECT ANSWER TO ANY FAMILY'S "WHAT'LL WE DO THIS EVENING?" A DISTINCTIVE ASPHALT TILE FLOOR GIVES THE ROOM VERVE AND GAIETY. NOTE THE ATTRACTIVE GAME MOTIF INSET COMBINING CHIPS, DICE AND OTHER FIGURES.

3 THIS INTERESTING ENTRANCE HALL WILL ALWAYS HAVE THAT "DRESSED-FOR-COMPANY" LOOK BECAUSE ITS RUBBER TILE FLOOR ASSURES FRESHNESS AND A CONSTANTLY NEW LOOK WITH ONLY THE SIMPLEST CLEANING ATTENTION. SPANISH RED PAISLEY AND LIGHT GOLD INSET IN A FIELD OF SILVERTONE GRAY, BLACK RED RUBBER TILE BORDER.

4 NEAT INNOVATION, TWO-PURPOSE ROOM MADE POSSIBLE BY MODERN FOLD DOORS THAT OPERATE LIKE GREASED LIGHTNING, AND A LINOLEUM FLOOR IN TWO TONES OF MOTTLED BERMUDA BLUE. A SPECIAL "COVE BASE," DEVICE JOINING THE FLOOR AND WALLS,

4





A LONG PANEL OF LIGHT BUILT INTO THE UPPER PART OF THE WINDOW, AND PANELS BUILT INTO THE BASE OF EACH CUPBOARD, GIVES EVERY WORKING SURFACE AN ABUNDANT FLOOD OF LIGHT. CENTRAL OVERHEAD FIXTURE PROVIDES THE NECESSARY GENERAL LIGHTING.



A THREE-WAY FIXTURE OVER THE DINING TABLE MAKES IT POSSIBLE TO HAVE AS MUCH OR AS LITTLE LIGHT AS DESIRED, AT THE TOUCH OF THE SWITCH.

YOUR MASTER PAINTER . . . LIGHT

You are going to need electric light in every room of your new home. Why not assure yourself that it will be just as you want it?

In daylight hours you and your family are going to spend a great deal of time out of doors and away from home. In the evening hours, that electric light is going to set the tone of your home life. If it is right, it will make the paint and other colors of your home at least as beautiful by night as by day. The most careful selection of colors in paints, fabrics, and other colors, is wasted unless the light is right.

It is worth a few hours of your time now, before your house is built, to plan your lighting and select your fixtures. No one else can do this for you as well as you can do it yourself, as you know your own needs and tastes best. This is the day of individuality in the home. Plan the lighting of your new home now, before you start building.

CEILING FIXTURE FOR GENERAL LIGHTING. LUMILINE LAMPS GIVE ADDED LIGHT AT MIRROR. SPECIAL WATERPROOF LIGHT IN SHOWER. CONVENIENT SWITCHES AND ELECTRICAL OUTLETS.





LAMPS CONCEALED IN THE CORNER CABINET MAKE IT A CHARMING FOCAL POINT OF THE ROOM. GENERAL LIGHTING IS SUPPLIED BY THE OVERHEAD FIXTURE, AND SPECIAL LIGHTING AT EACH READING POINT IS PROVIDED BY LAMPS. THE TOTAL EFFECT OF BRIGHTNESS AND CHEERFULNESS, ENTIRELY FREE FROM SHARP CONTRASTS OF GLARE AND GLOOM.

A HALLWAY THAT SAYS TO YOUR GUESTS, "WELCOME, AND GOOD CHEER." THIS CHARMING HALLWAY IS MADE MORE CHARMING BY THE PROPER USE OF LIGHT.



SAFETY AND EFFICIENCY IN THE KITCHEN DEPEND LARGELY UPON THE LIGHTING. YOU NEED PLENTY OF GOOD GENERAL LIGHTING FROM A CENTRAL OVERHEAD FIXTURE, AND SPECIAL LIGHTING ON ALL WORKING SURFACES. HERE LIGHTING IS BUILT INTO THE BASE OF THE CUPBOARDS AND THROWS ABUNDANT LIGHT ON THE WORKING SURFACE.



A FIREPLACE FOR





Photographs Courtesy Superior Fireplace Co.

EVERY LIVING ROOM





Extra Pieces for your Bedroom



INTERIORS, INC. PRESENT THESE USEFUL AND
STURDY PIECES IN MODERN AMERICAN
DESIGN AND THE POPULAR BLEACHED
WOODS. THE COST IS SURPRISINGLY LOW.





Spring Splurge!

YOUR GARDEN



2



1

A Wardrobe for your Flowers

by THOMAS AITKEN, Advertising Manager, Gumps



3



4

Old ideas become new, when new groups use them. For many years, home decoration in the Orient has called for a system of constructing rooms and furnishing them so that by changing the arrangement of furniture and adding inexpensive new accessories, the entire theme looks new. Many an Oriental home has long kept a closet full of pictures and flower containers, ready for these periodic changes. With the same old flowers in new containers, entire arrangements look new.

Americans have taken up the idea, and with the expansion of the garden movement and the growth of interest in flower arrangements, many modern homes are now also equipped with a wardrobe for their flowers.



5

- 1 GUMP'S TAKES DAISIES OUT OF THE FIELDS AND PUTS THEM INTO A PALE GREEN SCALLOPED EDGE FLOWER BOWL.
- 2 SPRING FLOWERS TAKE ON THE AURA OF THE ORIENT WHEN YOU PLACE THEM TO ONE SIDE OF A FLAT GREEN ORIENTAL BOWL.
- 3 TAKE A WESTERN SHRUB, DRAMATIZE IT, AND YOU HAVE THIS MANZANITA TABLE.
- 4 ON A FORMAL TABLE, GOURDS, FRUIT AND LEAVES MAKE A BRILLIANT CENTERPIECE ARRANGEMENT WHEN YOU LET THEM GLEAM WITH GILDING.
- 5 AT THE FEET OF THIS JADE DEITY ARE WHITE AND ORCHID POND LILIES, ARRANGED IN A SERIES OF RECTANGULAR WHITE PORCELAIN BOWLS.
- 6 THREE CARVED IVORY FIGURES AND AN ANTIQUE CHINESE LAUNDRY IRON OFFER A UNIQUE ARRANGEMENT SETTING FOR CALIFORNIA CHRYSANTHEMUMS.

Courtesy of Gump's, San Francisco

This wardrobe takes into account changes in seasons and the different flowers they yield, changes in other elements of home interiors and flower containers suitable to them, changes in occasions and the use of flowers and accessories for each occasion.

Long practiced in the use of flowers for every type of home decoration, such furnishers as Gump's have constantly been conscious of the many different uses for flowers and their containers.

Naturally, containers vary in color for different flowers, and flowers vary in color in different seasons. Flowers vary as to their effect, and containers must harmonize with them. Formal classic containers are right for orchids but not for spring flowers. Gay California pottery may be right for a spring flower arrangement in the sun room, but not for a formal dinner. A small and delicate Oriental arrangement may be dramatic on a small table but might be lost in a large space. But even when you have all the formulae, and flowers and containers are perfectly suited in your home as you want it to be, the next realization is that you want changes occasionally. The changes are easily made when you have more flower containers than you use at one time, when you have alternates on hand, and you come to the idea not of just putting new flowers in the same bowl, but of putting new bowls under the same flowers. This is building a wardrobe for your flowers. Just such a wardrobe is suggested in the variety of ideas illustrated here, ideas which run the gamut from the casual to the formal, from the Orient to the Occident.



6

FLOWER *Seeds*

TO PLANT *in* CALIFORNIA

in
MARCH

ALYSSUM, CARPET OF SNOW

Fragrant, one of best edging plants.

ASTERS, ALL VARIETIES

Good for cutting. Fine blend of colors.

CALLIOPSIS, TALL MIXED

Long blooming season.

MARIGOLD, ALL TYPES, TALL OR DWARF

Good cut flowers. Ideal for bedding and edging.

MIGNONETTE, MACHET

Valued for fragrance.

NASTURTIUM, ALL TYPES, SINGLE AND SEMI-DOUBLE

Unsurpassed for cutting, bedding and window boxes, ground covering and trellis.

PETUNIA, LARGE FLOWERED, SEPARATE COLORS OR MIXED

For bedding and window boxes.

PHLOX, DRUMMONDI MIXED

Fine for bedding or borders.

SALVIA, BONFIRE

Good for bedding.

VERBENA, HYBRIDA FINE MIXED

Rock gardens and window boxes.

VIRGINIAN STOCK, MIXED

Old favorite for bedding, borders and edging.

WILD GARDEN MIXTURE

Ideal for broadcasting.

buy

• **FERRY'S SEEDS** •
FROM YOUR LOCAL DEALER
FERRY MORSE SEED CO.

SAN FRANCISCO • LOS ANGELES



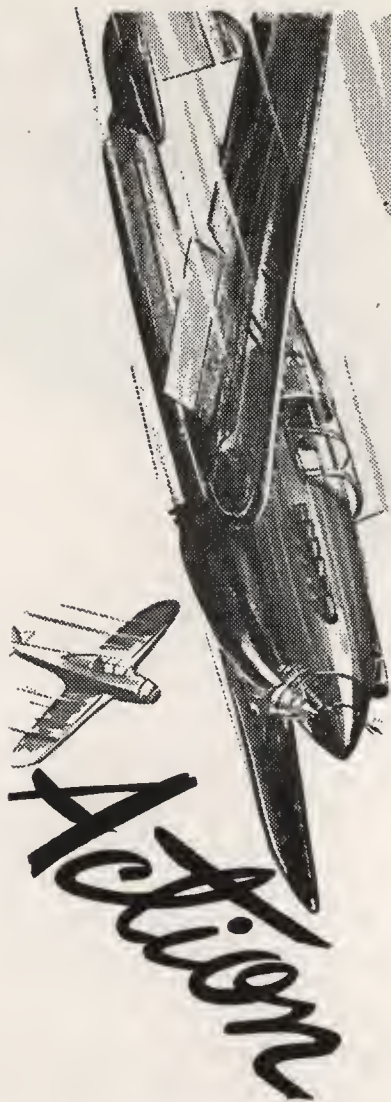
TREE PLANS

Send for FREE Folder to help make your trees a permanent part of your home.

DAVEY
TREE
SURGERY CO., LTD.

SAN FRANCISCO Russ Bldg. SU 3377
Fresno, Oakland, Palo Alto, LOS ANGELES
Pasadena, Burlingame Story Bldg.
San Rafael TU 1929

COSTS NO MORE FOR THE JOB



Want action on wings? Join the air force.

Want action on an F. H. A. loan? See us!

This bank is fast becoming famous for its prompt action on F. H. A. loans to buy, build or modernize. If you want ACTION, come in and see us.

Borrow the

CENTRAL BANK

Way

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

In Oakland at

Broadway at 14th Street
Telegraph Ave. at 49th St.
Fruitvale Ave. and East 14th St.

Alvarado • Irvington • Marysville • Niles

HOW MANY GARDENS WITHIN YOUR GARDEN?

Are you going to have the greatest possible enjoyment from your garden when you build that new home? Are you planning now to use it in connection with the house? Are you including your outdoor living rooms in your plans?

You'll have your daylight garden, with sunshine in abundance everywhere, and every flower and blade of grass lighted fully and impartially. You'll have the moonlight garden, flooded with soft moonlight that reduces colors to a charming monotone.

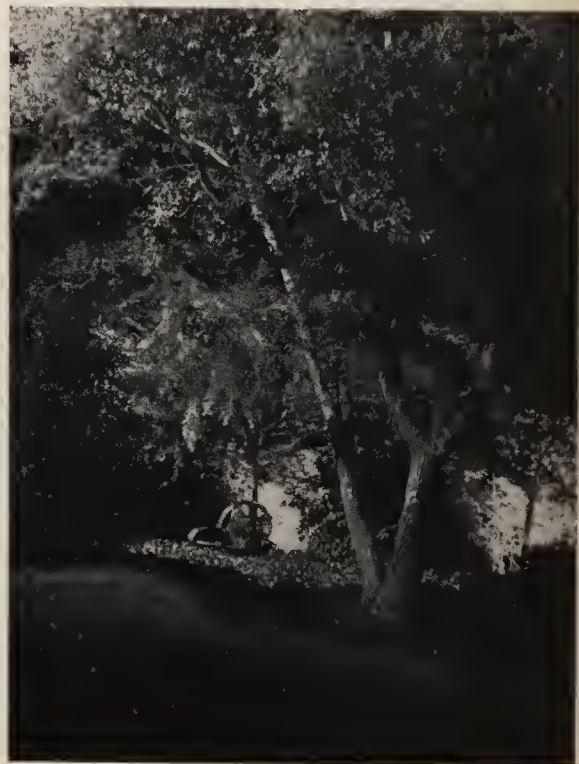
But there's another garden awaiting the magic touch of controlled light. When everything is concealed in the soft darkness of night, then the magic of controlled light can pick out just those features you want emphasized and set them out in colorful contrast to the surrounding darkness.

You are the master of the show with this garden under controlled lighting. You determine what shall be visible. You can create a picture that is entirely new—a glamorous, radiant vision that would never be visible in either daylight or moonlight.

When you plan your home, arrange for electrical outlets in the garden so that you may light it when and where you wish.

FROM WEEK TO WEEK YOUR GARDEN CHANGES AND ONE AFTER ANOTHER THE PLANTINGS COME INTO THEIR GREATEST BEAUTY. WITH SMALL PORTABLE FLOODLIGHTS, EACH PLANTING CAN BE REVEALED WHILE IT IS AT ITS LOVELIEST, OFFERING A NEW ASPECT OF YOUR GARDEN.

LIGHT CREATES THIS SWEEPING VISTA, AND REVEALS THE LOVELY LINES OF THE TREES.





THIS QUIET CORNER OF THE GARDEN IS SHEER MAGIC AT NIGHT, WITH THE TREES OUTLINED AGAINST THE SOFTLY LIGHTED WALL, AND THE WATER LUMINOUS FROM THE CONCEALED LAMP UNDER THE LILY PAD.

A GARDEN WALL BECOMES A THING OF UNFORGETTABLE BEAUTY WHEN SOFTLY LIGHTED. THIS ONE IS LIGHTED FROM A TUBULAR LAMP CONCEALED IN THE CATTAIL FIXTURE WHICH IS ALMOST UNNOTICED IN THE PLANTING TO THE LEFT.



DOUBLY BEAUTIFUL IS THIS CAREFULLY LIGHTED HOME WHEN REFLECTED IN THE QUIET WATER.

ENTERTAINMENT IS NO PROBLEM, ESPECIALLY AMONG SCHOOL-AGE MEMBERS OF THE FAMILY, WHERE A CORNER OF THE GARDEN IS GIVEN OVER TO A GAME COURT THAT CAN BE LIGHTED FOR NIGHT PLAY. SIMPLE FLOODLIGHTING MAKES THIS COURT USABLE AT ANY HOUR.





YOUR TREES— and your "Outdoor Living Room"

by K. L. Davey, Davey Tree Surgery Co.

To HOUSING's fortunate readers who are planning to build their new home to take full advantage of fine trees on the property, a word of advice:

First, **before** you plan that stone wall around the dignified old oak, or design the patio for summer shade—or any other feature of your "outdoor living room"—insure your ideas coming true by having your trees thoroughly examined by a reputable, experienced tree surgeon. If your architect has designed your future home to take full advantage of trees, you should naturally be most interested in knowing they will enjoy a life span of at least as many years as you hope to live in your new home.

Tips to the New Tree-Owner: Be sure the root structure is outlined and protected before you put that brick walk down; don't forget a large, sturdy tree can "move a house" if your home is on too intimate terms with your trees.

Remember last Winter? . . . be sure weak branches, defective limbs and decay of all types are expertly removed or treated—not left to the none-too-tender mercies of next Winter's gales.

A sound, handsome tree requires "vitality"—the ability to grow and live under certain hardships; "structure"—inherent worth . . . some trees may not be worth the expense of keeping alive.

Every tree is an individual—it must have living space—room to breathe, at the trunk and roots. Don't bury the roots beneath heavy cement walks or stepping stones, and **very important**, don't lower the grade under a tree to achieve some artistic effect. It may well ruin the tree's chances for survival or growth.

If you have small children, and probably active ones, **let** them put a swing on a good, heavy branch, but be sure the branch can "take it" first! And, just for good measure, don't let Junior climb in small-branched trees—for his sake and the tree's as well.

"Topping," a common practice among amateur tree "experts," will positively guarantee permanent defacement and ugly sucker growth at the stump-ends. When it is necessary to reduce the height or spread of a tree, the proper procedure is to head back to lateral limbs so that the sap can flow normally, not be forced to produce suckers at amputation points. A competent tree surgeon's work deserves the name, there are no scars or disfigurements on the "patient."

To sum up, your trees, in poor physical condition, greatly detract from the appearance of your "outdoor living room"—they are only valuable in accordance with the treatment provided them. Trees can add dignity and charm, give shelter and shade . . . be life-long companions—and this is the way you . . . new tree-owner . . . will welcome them, won't you?



"FLOWERS AT YOUR WINDOW, PLANTS AT YOUR DOOR"

By Jean MacGregor Bond

Among the pleasant recollections of pre-war Europe, the tree-lined boulevards, the botanical gardens and the world-famous arboretums remain, and supplementing these, the great variety of window box plantings, the new and unusual ways of placing flowers still stimulate gardeners.

Some of the more elaborate window boxes were glassed in and heated, miniature hot houses in effect. Paris, in rainy weather, was brightened for many by one in particular, and gradually "smiling acquaintances" were formed between those who made a point of going out of their way to refresh their eyes at the living promise of a spring which had not yet come.

Why won't San Francisco, Oakland and the neighboring cities to north and south where there are so many opportunities to have "Flowers at your window, plants at your door," why don't we catch the torch and carry on, remembering the broken flower pots, the shattered plants, the spilled earth that bombs over Europe present the spring of 1941.

Palo Alto is showing results with uniform street plantings of iris, ivy and magnolia trees. In Humboldt County some communities make a practice of keeping the main highway lined with hanging baskets full of growing flowers on the lamp posts. The Redwood Highway Association and the Chambers of Commerce of the northern counties have done magnificent pioneer work in their recognition of the value of flowers to the Tourist trade.

The Santa Maria Inn is known the nation over for their arrangements of cut flowers, similarly the Ahwahnee Hotel in the Yosemite. But visitors to our local hostelrys have to be content with tired greens and faded flowers whose mere presence is an offense to the nose and eyes of sophisticated visitors.

We who live in America and have a feeling of deep pride and affection for our home, should, in addition to our civic responsibilities, be ready to make any individual effort to add to the beauty of our community.

Any house, any industrial plant, apartment house or public building can have a share in this type of gardening for community beautification.



This type of gardening is neither difficult nor expensive and can be varied according to individual tastes and pocketbooks. In business and industrial areas a system of cost and maintenance can be worked out with a minimum of expense, and the initial cost need not be great. In residential areas the same could be true but few individuals are willing to relinquish the personal pleasure of gardening, even on a small scale. The thing to do, of course, is to consider your own problem, consult your budget and act according to your limitations—but act.

Don't be discouraged if you face wind and fog. One of the loveliest boxes in San Francisco faces North—practically sits out over the Bay, but the creeping juniper is thriving and unabashed. Through all the recent storm a box of genista faced the East in cheerful bloom. Think of Golden Gate Park, which John McLaren made for us on a wind-swept sand dune.

A list of practical plants for various locations is available at Housing (and the San Francisco Garden Club or your local nurseryman can give you expert advice). Friends will furnish good advice; listen and accept their slips.

Have a window box, or a pot or two in brackets, or shrubs at your door. Persuade your neighbors or your landlord or your boss to do likewise. It would require very little effort on the part of the individual to take advantage of the fact that the Bay Region is known to be the most flower conscious district in this country. We have the best flowers, the best climate, let us have the most colorful streets. "He who has a Garden has a Future."

* This slogan was used by the San Francisco Garden Club in their campaign to beautify San Francisco for the Exposition.

Compiled by Jean MacGregor Boyd for the San Francisco Garden Club with sincere appreciation to Edyth Hale Hunter for permission to use material from a previous article.

TO PRODUCE AND TO ENJOY

(A PLANTING INVESTMENT FOR FAMILY DIVIDENDS)

See pages 24 & 125

The idea of the productive or subsistence home has grown rapidly during the past decade. Projected and advocated by such practical humanitarian patriots as Ralph Borsodi, eminent economist and Father

Lugatti, nationally known Catholic rural economy and sociology expert, a new recognition of the home as an important contributing factor to the average American family's economic welfare has come to this generation.

In the early days of our history the home was practically a factory—for rural settlers a "factory in the fields," where the housewife and other members of the family, besides preserving food, actually manufactured cloth and clothes, shoes, utensils, baskets, tubs and many useful implements and tools. This home industry, in coordination with the agricultural and husbandry activities of the males, gave the individual family a large measure of economic independence wherever it could hold a small parcel of productive land in clear title.

Even in the towns, during Colonial days, the spinning wheel was no rarity, and rug weaving, quilting, food preserving and knitting were common in our grandparents' time.



It's GARDEN SEASON Every Season at NILES

Everything for the Garden! Bulbs . . . thousands of them blooming during our annual Spring Show. Roses in a gorgeous mass of color. Shrubs. Flowering fruit trees. Specimen trees. Rare and unusual plants.

All grown and tested in our own gardens.

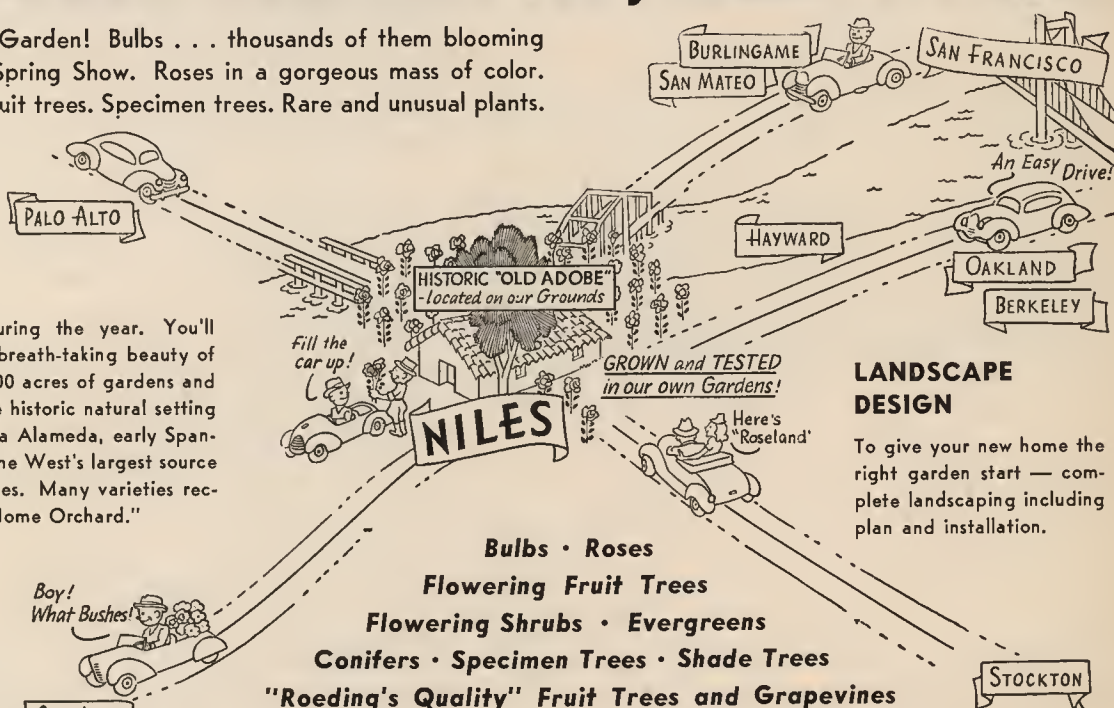
Come Any Day during the year. You'll be rewarded with the breath-taking beauty of each season's plants. 300 acres of gardens and growing grounds in the historic natural setting of Rancho Arroyo de la Alameda, early Spanish grant. Since 1865 the West's largest source of top quality fruit trees. Many varieties recommended for your "Home Orchard."

SAVE MONEY!

10% Discount on all cash orders of \$5 or more taken with you from Niles or any branch.

Branches: Fresno — Sacramento — Modesto—Allied Arts Guild, Menla Park

76TH YEAR



LANDSCAPE DESIGN

To give your new home the right garden start — complete landscaping including plan and installation.

Bulbs • Roses
Flowering Fruit Trees
Flowering Shrubs • Evergreens
Conifers • Specimen Trees • Shade Trees
"Roeding's Quality" Fruit Trees and Grapevines

CALIFORNIA NURSERY COMPANY

GEORGE C. ROEDING, JR., President

MAIN HIGHWAY JUST NORTH OF NILES

TO PRODUCE AND TO ENJOY

(Continued from page 141)

We are all familiar with the industrialization that changed this living scheme, bestowing upon us today conveniences, ease and leisure undreamed of in other years.

But with the increased leisure has come a sense of lack—a realization of a lost experience, a lessening of personal independence, a hunger for creative expression.

The present movement from the cities is an effort to compensate the loss, and home planning and beautification in the form of lawns, landscaping, gardens, fences, patios, recreation and outdoor living areas may be seen everywhere as the result of this natural family creative urge.

In the outer suburbs we now find an occasional fore-sighted home builder who has gone beyond the average suburban lot developer and has laid out his home site areas in a size and design to provide for production of the family's fruit and vegetables.

Adobe Acres at Niles, California is a particularly fine example of this type of subdivision. The lots are of one-half acre or more—as desired—and each

(Concluded on page 143)



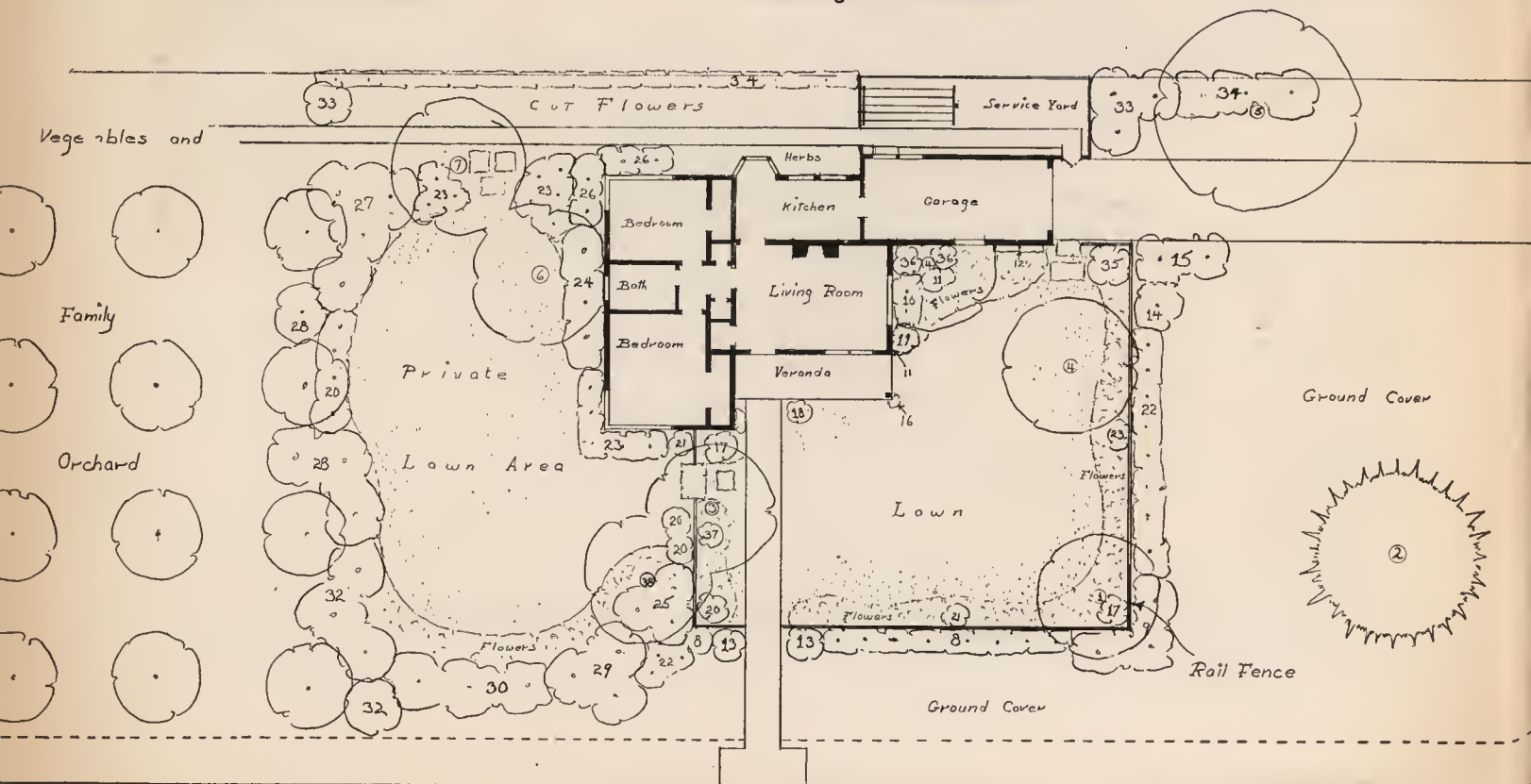
Courtesy Ferry-Morse Seed Co.

Plant List and Key to Landscape Plan

Key No.

Plant List

1	Double White Flowering Peach	11	Woodwardia ferns	22	Sollya Heterophylla
2	Cedrus deodara	12	Espallier apple	23	Choisya ternata
3	Weeping Flowering Cherry	13	Buxus sempervirens	24	Euonymus japonicus
4	Betula alba	14	Viburnum tinus	25	Caprosma baueri
5	Eucalyptus leucoxylon rosea	15	Feijoa sellowiana	33	Ceanothus arboreus
6	Eureka lemon	16	Clematis ramona	34	Laurocerasus lusitanica
7	Thales loquat	17	Chaenomeles grandiflora	35	Exacorda grandiflora
8	Geraniums—Jeanne	18	Juniperus sabina tameriscifolia	36	Hydrangea trophee
9	Pittosporum tobira	19	Camellia rosita	37	Spirea prunifolia
10	Brunfelsia floribunda	20	Plumbago capensis	38	Arora Flowering peach
		21	Ceratostigma willmottianum		



SCALE 1"=8'

NILES ROTARY MODEL HOME

SPONSORED BY THE NILES ROTARY CLUB, NILES, CAL.

F. H. RIEMERS - ARCHITECT

LANDSCAPING - CALIFORNIA NURSERY CO.

finished home is completely landscaped to an individual plan by the California Nursery Co. An adequate family orchard is planted and space is laid out both for vegetable and flower gardens.

All of this is included in the price of the homes and is completely financed under F.H.A. The importance of this plan to the average home buyer is obvious. Instead of moving into a new home, barren of shrubbery and trees, the new owner finds this heavy work already done in an expert manner, following the plan of a professional landscape architect. He avoids the wasteful expenditure for material, he hurriedly buys and plants for quick effect. Most of this he later must move (with the danger of losing) from the too shaded window or crowded border. He saves the outlay of from \$50.00 to \$125.00 per year the first two or three years, when he can least afford the additional expense. His permanent shrubbery, trees, tiled patio, fence and barbecue cost him only two or three dollars of the regular monthly F.H.A. home payments.

The Adobe Acres homes are not, of course, subsistence homes after the Borsodi pattern. A family could not live off the land even with a part time job.



Courtesy Ferry-Morse Seed Co.

FLOWER *Seeds*

TO PLANT *in* CALIFORNIA

in APRIL

- ASTERS, ALL VARIETIES**
Good for cutting. Fine blend of colors.
- BALSAM, MIXED**
Attractive for bouquets.
- CARDINAL CLIMBER**
Dainty trellis climber.
- COSMOS, ALL VARIETIES**
Very large flowers. Ideal for cutting.
- FOUR O'CLOCK, MIXED**
Use as bushy hedge.
- MARIGOLD, GOLD MEDAL BLEND OR DWARF DOUBLE HARMONY**
Long blooming season, fine for bedding.
- MORNING GLORY, HEAVENLY BLUE OR MIXED**
Graceful vine. Dense growth and beautiful flowers.
- NASTURTIUM, ALL TYPES, SINGLE AND SEMI-DOUBLE**
Unsurpassed for cutting, bedding and window boxes, ground covering and trellis.
- PHLOX, DRUMMONDI MIXED**
Fine for bedding or borders.
- PORTULACA, SINGLE OR DOUBLE MIXED**
Useful ground cover.
- SCARLET RUNNER BEANS**
Splendid ornamental climber.
- ZINNIA, ALL TYPES, TALL OR DWARF**
Beautiful shades. Enormous flowers.

buy

• FERRY'S SEEDS •
FROM YOUR LOCAL DEALER

FERRY MORSE SEED CO.

SAN FRANCISCO • LOS ANGELES

But to those typical American families whose vocation is in or near the cities and who long for the independence of a productive rural home, where they may raise their own garden produce, fruit for table and preserving, and express their native talents for beautifying their natural surroundings, Adobe Acres is a home creation of genuine importance. It is a prototype of real estate development that will sweep the country during this generation.

CALIFORNIA SPRING GARDEN SHOW, 1941



ABE P. LEACH

"Rainbow Forest," with the biggest man-made waterfall ever created indoors or out, will be constructed between now and April 30 when the 1941 California Spring Garden Show opens at the Oakland Exposition Building with its traditional formal Preview.

Carloads of rock from the mountains have been shipped here to form the base of the gigantic "Rainbow Falls" which will dominate the mammoth, naturalistic forest scene of the forthcoming Show. The rock is from the unusual "post-pile" formation found at Rainbow Falls on the middle fork of the San Joaquin River. An exact duplicate of nature's Rainbow Falls will be created inside the Exposition Building, and it will be the largest cascade ever built by man within the confines of a building, according to Julius Dohrmann, show director and member of the publicity committee.

Howard E. Gilkey, landscape-architect-designer of the Show, and James A. Petersen, superintendent, recently made a trip to the Rainbow Falls, making a scale model of the famous cascade and taking colored motion pictures to aid them in re-creating this wondrous natural spectacle for the Oakland show. Rainbow Falls is 140 feet high. It will be reproduced for the Garden Show one-fourth of its actual size. Thousands of gallons of water a minute will roar down the 36-foot giant cascade in the Exposition Building. The effect, Gilkey predicts, will be "colossal," and Gilkey should know, for he has built ten of the twelve garden shows, many of them with waterfalls of all sizes.

Carpenters, electricians, bricklayers, masons and gardeners have started to build the "Rainbow Forest." Giant redwood trees are being built now in the outdoor gardens, adjoining the Exposition Building at Tenth and Fallon streets, and wild-flower seeds planted weeks ago are now springing up, getting ready to bloom in the outdoor gardens.

Cross-cut sections from redwood trees will be used for table tops on which the cut-flower exhibits will be placed. Threes from the Santa Cruz mountains were obtained for this purpose, so as to keep the naturalistic theme of the Garden Show perfect in every detail, Dohrmann said. Thirty young, second-growth redwood trees are being used to make the borders along the winding pathways separating the luxurious displays of plants and blooms in the various horticultural exhibits.

Covering three acres, the 1941 show will be larger in area, horticultural and trade exhibits than ever before, Abe P. Leach, Show president, pointed out.

The show, which has attracted more than 100,000 visitors annually during the past several years, is expected to set another record in attendance, Walter Clark, show secretary, predicted.

GIANT VIOLETS



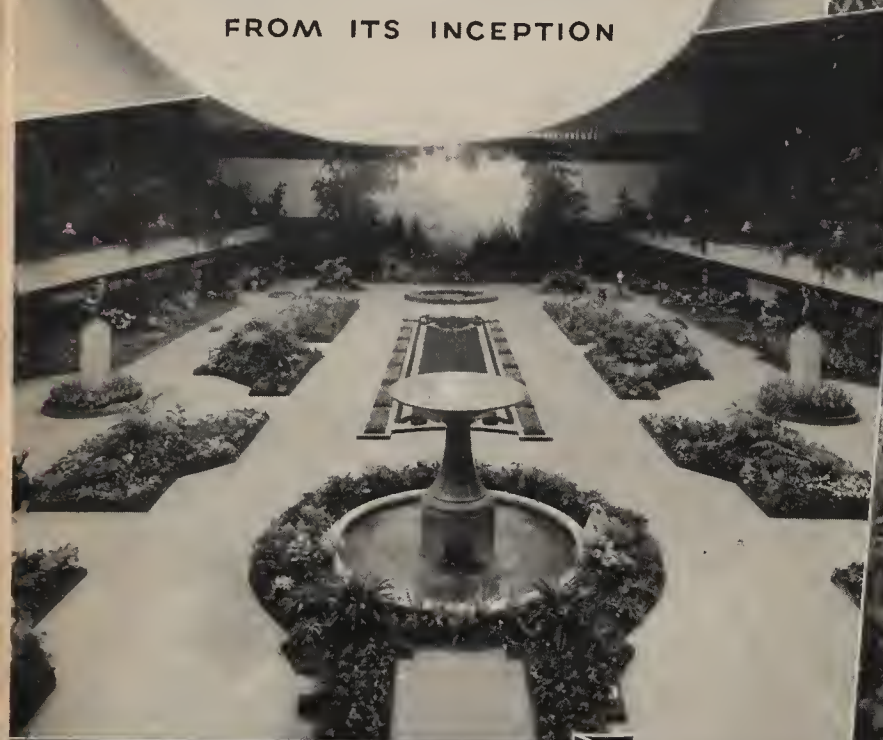
Newest Giant Royal Elk, supreme ruler over all violets. Exquisite, fragrant, purple velvet petals. 9 to 12 inch stems stand erect, huge heart-shaped leaves 5 in. across. Special—3 for \$1.10, or 6 all different Violet Plants for \$1.10, postpaid, with cultural directions and catalog on 18 varieties of Violets.

PAWLA'S VIOLET FARM, Rt. 2, Box 477, (49th Ave.), Santa Cruz, Cal.

Glimpses
 OF THE PAST
 CALIFORNIA SPRING
**GARDEN
 SHOW**
 FROM ITS INCEPTION



1930—First Annual Show



1931—Theme: Formal Gardens



1933—Theme: Semi-Formal Gardens



1932—Theme: Moorish Gardens



1934—Theme: Gardens of the Orient



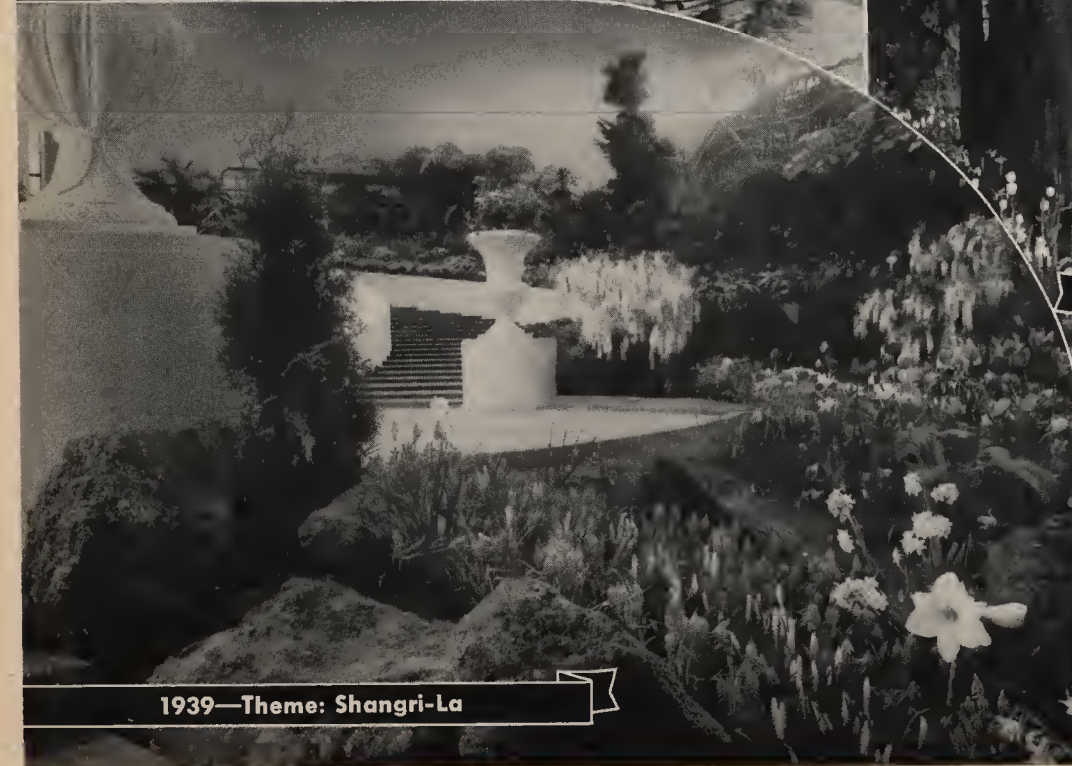
1935—Theme: Gardens of England



1936—Theme: Chateau Gardens of France



1937—Theme: Nature's Gardens, No. 1



1939—Theme: Shangri-La



1938

—Theme: Nature's Gardens, No. 2

These views are presented as a parade representative of each former show.

Originating 11 years ago the California Spring Garden Show is now recognized as one of the world's most magnificent displays of floral grandeur.





HAVE YOU SEEN BURLINGAME VILLAGE?

the old Mills estate on the EL CAMINO REAL

HOMES \$6,000.00 and up

NOW BUILDING IN
ELMWOOD • SAN MATEO

See page 63 for Model Home

CONWAY and CULLIGAN

HOME BUILDERS—DEVELOPERS

OFFICE IN ELMWOOD
BARNESON - MAPLE
SAN MATEO

PHONE SAN MATEO 479



END SHOWER TROUBLES

A modern, permanent shower, easy to install, colorful, light, airy, sanitary, inexpensive and leak proof.

A Complete Free Standing Unit with back walls and Receptor of Vitreous Porcelain Enamel.



STAINLESS METAL PRODUCTS
481 - 25th Street Oakland



FAVORABLE RATES

ATTRACTIVE TERMS

HELPFUL SERVICE

Home Loans

SAN FRANCISCO
OAKLAND
SAN JOSE
BAKERSFIELD
CHICO
HANFORD
LEMOORE
MODESTO
RED BLUFF
REDDING



Member Federal Deposit Insurance Corporation

GLASS SHOWER DOORS MEDICINE CABINETS

Do Right By Your Bathroom

Have the Best Installed

The BEST is not always the most expensive

• Write for Prices

M. E. HAMMOND

BUILDING MATERIAL EXHIBIT • 557 MARKET STREET
San Francisco Garfield 6613

BUILD A "100-YEAR HOME" WITH GRAYSTONE TILE

CONCRETE BLOCKS

HARDITE lightweight aggregate
blocks

Write for complete information

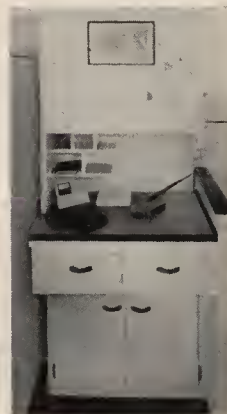
GRAYSTONE TILE COMPANY

11852 SHERMAN WAY NORTH HOLLYWOOD, CAL.
SUset 2-3336



The Orinda

The "Orinda" kitchen embodies so many innovations that are appreciated by the efficient housekeeper that we hardly know which to single out. Note the "what-nots" on either side of the window, and the extra cabinet space above the refrigerator.



The Paramount planning desk has a stain-proof Micarta top with two drawers beneath. There is room for cook-books, recipe files, telephone and grocery want list. Note the built in radio which brings news and entertainment to the kitchen.



The Ultra

This kitchen meets many of the requirements of the moderate sized home. There is storage space galore and a great deal of counter space which delights the woman who entertains frequently or who has to provide for a large family.



Of special interest in this kitchen is the revolving shelf which pivots in the center and swings the kitchen utensils right out in front of you—obviating stooping or getting down on your hands and knees and reaching into deep cabinets.

Visit Our
DISPLAY ROOMS

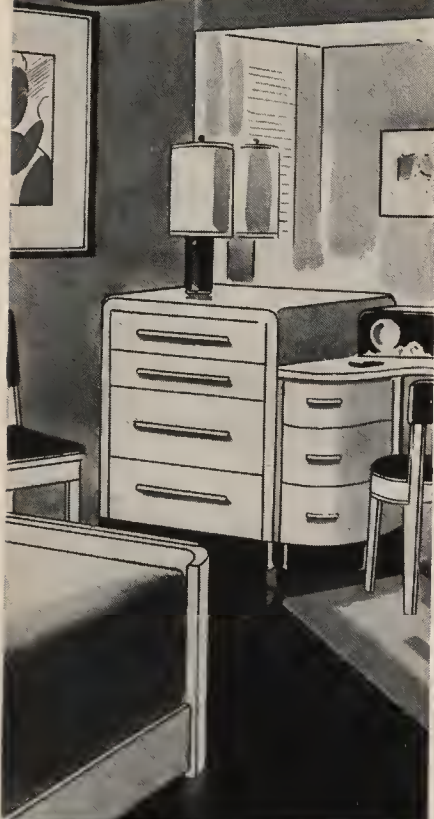
PARAMOUNT BUILT IN FIXTURE CO.

FACTORY AND OFFICE • 5701 BROADWAY, OAKLAND • PHONE PIEDMONT 840

GORGEOUS
Colors
WASHABLE
Finish

You get them both in
FULLERGLO & DECORET

IMAGINE that bedroom of yours new again—done over in just the colors you've always wanted! In Fuller Decoret or Fullerglo colors! All the loveliest modern hues to choose from—and finishes that are smooth, extremely hard, washable like porcelain. See your Fuller Paint Dealer!



**FULLER
PAINTS**

they last



TALK TO AN OFFICER OF THIS BANK

...before you buy, build or improve
your home or other property

There is sound logic in seeking the advice of a Bank of America officer before you take any other step toward buying, building or improving a home or other property. Bank of America officers have had the experience which enables them to advise you wisely ...to give you helpful suggestions that will make your dollars go farther.

Remember that Bank of America is the
nation's leader in home loans

- ★ Because Bank of America's service is complete . . . including FHA insured loans or loans to meet your own requirements... always with lending terms arranged to your best advantage.
- ★ Because Bank of America's service is convenient . . . available to you through your neighborhood branch.
- ★ Because when you arrange a loan for any purpose at Bank of America and make your regular monthly payments you not only enjoy the convenience of friendly neighborhood service, but you establish your *Timeplan* bank credit for future financial needs.

A few copies of Bank of America's popular book, "*Timeplanned Homes*," are still available. Ask for your copy today.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

Member Federal Deposit Insurance Corporation
Member Federal Reserve System



TODAY AT THE HOTEL

LUNCHEONS

COMMUNITY CHEST	GOLD ROOM
AZTEC CLUB	ROOM 201
BUSINESS WOMEN	ROOM 211

CONVENTIONS

PACIFIC OUTFITTERS	A. M. ROOM 31
AMERICAN JEWEL CO.	P. M. KING'S ROOM
	SAMPLE ROOM

DINNERS

MR. & MRS. L. M. RODGERS	7:30 P. M.
GOLDEN WEDDING PARTY	JADE ROOM
DINNER AND DANCE	PERSIAN ROOM
PER	9 P. M. SILVER ROOM



This is the SOCIAL REGISTER of a City

**Look how much your hotel can do
for you—if you use it often**



"Let's hold the meeting at the hotel, and we'll get better attendance"

Attendance is better because good food, extra service and the air of importance the hotel gives your meeting make it one your members want to attend. Try the hotel and see what a difference it makes.



"Everybody has more fun when we entertain at the hotel"

Smart hostesses are turning to the hotel as the place to give their parties. Hotels relieve you of all bother about plans and preparations—allow you to begin, and end, the evening, almost a guest yourself.



"I'll meet you at the hotel at six"

More and more your hotel is becoming the "right" place to start your social evenings. It's only natural that good music, excellent food, and an interesting cosmopolitan atmosphere will mean more fun for you.



"How hotels help your business"

Hotels maintain large staffs whose salaries help swell the volume in your retail stores. And, good times or bad, hotels go on paying a large share of the taxes. Sound business practice says you help yourself when you support your local hotels.

To thousands and thousands of travelers your hotels are the social registers of your city. They are the windows through which the rest of the world sees how you entertain, how you conduct your business, how you live. Help us sell our community to these travelers. And take advantage of all the services only a hotel can offer.

ASSOCIATED HOTELS OF THE WEST

A HOTEL IS THE PLACE TO GO

It costs a lot less than you think



©1941, A.H.W.

UPERIOR FIREPLACE CO.

46 S. Olive St., Los Angeles, Calif.

ase send me information checked below:

☐ FREE CIRCULAR on SUPERIOR FIREPLACE.

☐ I enclose 25c for postage and handling costs for 36-page, 8"x11", booklet of many attractive SUPERIOR FIREPLACE Designs and complete information.

ame.....

ddress.....

ity.....State.....

ISING, Book of Homes

REMAN'S FUND INSURANCE COMPANY

1 California Street, San Francisco, Calif.

Please send me your free 20-page "PERSONAL INVENTORY AND INSURANCE GUIDE" showing how to safeguard our home investment.

ame.....

ddress.....

ity.....State.....

ISING, Book of Homes

Date.....

RT RATTAN WORKS

ast 12th and Millier Ave., Oakland, Calif.

Please send me information regarding Sunshine Furnishings.

ame.....

ddress.....

ity.....State.....

ISING, Book of Homes

RAMOUNT BUILT-IN FIXTURE CO.

01 BROADWAY • OAKLAND, CALIF.

PLEASE SEND ME INFORMATION REGARDING KITCHEN PLAN-
NING AND CABINETS.

NAME.....

ADDRESS.....

CITY.....STATE.....

Your new HOME

*... with Sunshine Furnishings
by Art Rattan Works ... built
for a "heap of living"!*



Inviting as a hospitable smile, that's why Art Rattan fits into **Your** idea of gracious living. Here is furniture beautifully styled, flawlessly made with that fine quality and studied convenience acclaimed as treasured possessions in countless smart American homes.

* Make **Your** selections from hundreds of clever designs for every room in the house. Built by skilled craftsmen ... guaranteed ... from manufacturer to you.

Compare Art Rattan furniture with others ... you'll instantly realize that here is an investment in pride and pleasure out of all proportion to its moderate cost!



*... See the beauty
and cheerfulness of
Sunshine Furnishings
in either of our two
lovely showrooms.*

ART RATTAN WORKS

East 12th at Miller Ave., Oakland
Fruitvale 4177
422 Sutter Street, San Francisco
GARfield 2357

*You are invited to send
for illustrated booklet.*



This is the SOCIAL REGISTER of a City

*Look how much your hotel can do
for you—if you use it often*



**"Let's hold the meeting at the hotel,
and we'll get better attendance"**

Attendance is better because good food, extra service and the air of importance the hotel gives your meeting make it one your members want to attend. Try the hotel and see what a difference it makes.



**"Everybody has more fun when we
entertain at the hotel"**

Smart hostesses are turning to the hotel as the place to give their parties. Hotels relieve you of all bother about plans and preparations—allow you to begin, and end, the evening, almost a guest yourself.

A HOTEL IS THE P

It costs a lot less than

SUPERIOR FIREPLACE CO.

1046 S. Olive Street

Los Angeles, Calif.

FIREMAN'S FUND INSURANCE COMPANY

401 California Street

San Francisco, Calif.

ART RATTAN WORKS

East 12th and Miller Avenue

Oakland, Calif.

PARAMOUNT BUILT-IN FIXTURE CO.

5701 BROADWAY

OAKLAND, CALIFORNIA

HOME BUILDING INFORMATION

Your new HOME

*... with Sunshine Furnishings
by Art Rattan Works ... built
for a "heap of living"!*



Inviting as a hospitable smile, that's why Art Rattan fits into **Your** idea of gracious living. Here is furniture beautifully styled, flawlessly made with that fine quality and studied convenience acclaimed as treasured possessions in countless smart American homes.

* Make **Your** selections from hundreds of clever designs for every room in the house. Built by skilled craftsmen ... guaranteed ... from manufacturer to you.

Compare Art Rattan furniture with others ... you'll instantly realize that here is an investment in pride and pleasure out of all proportion to its moderate cost!



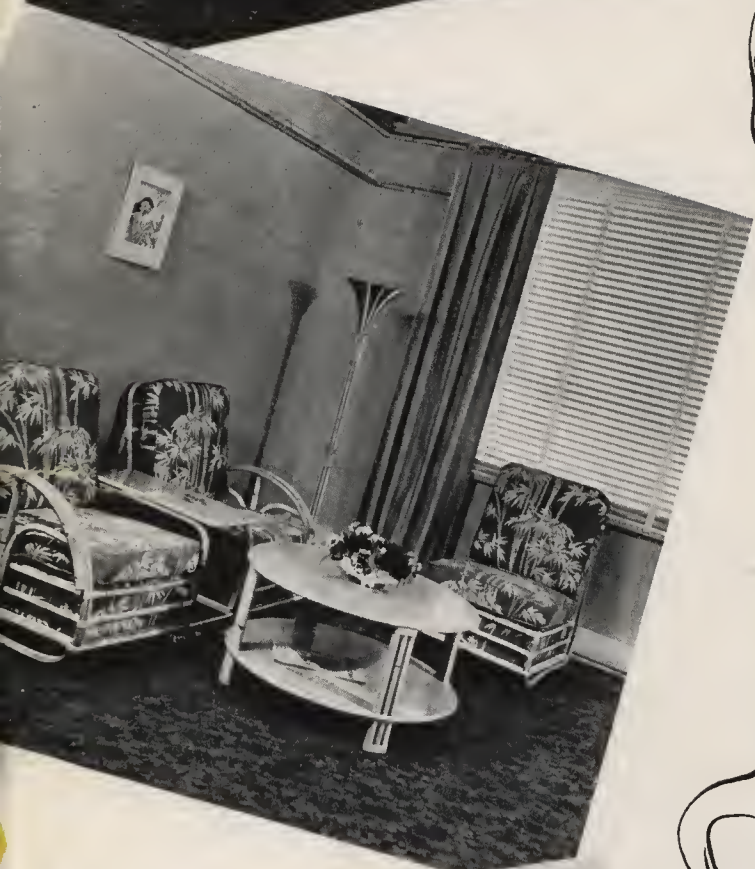
*.... See the beauty
and cheerfulness of
Sunshine Furnishings
in either of our two
lovely showrooms.*

ART RATAN WORKS

East 12th at Miller Ave., Oakland
FRUITVALE 4177

422 Sutter Street, San Francisco
GARFIELD 2357

*You are invited to send
for illustrated booklet.*



Your new HOME

*... with Sunshine Furnishings
by Art Rattan Works ... built
for a "heap of living"!*



Inviting as a hospitable smile, that's why Art Rattan fits into **Your** idea of gracious living. Here is furniture beautifully styled, flawlessly made with that fine quality and studied convenience acclaimed as treasured possessions in countless smart American homes.

* Make **Your** selections from hundreds of clever designs for every room in the house. Built by skilled craftsmen ... guaranteed ... from manufacturer to you.

Compare Art Rattan furniture with others ... you'll instantly realize that here is an investment in pride and pleasure out of all proportion to its moderate cost!



*... See the beauty
and cheerfulness of
Sunshine Furnishings
in either of our two
lovely showrooms.*

ART RATTAN WORKS

East 12th at Miller Ave., Oakland
FRUITVALE 4177
422 Sutter Street, San Francisco
GARFIELD 2357

*You are invited to send
for illustrated booklet.*

What is your IQ on Home Lighting?



(CIRCLE T IF STATEMENT IS TRUE, F IF STATEMENT IS FALSE)

- | | |
|--|--|
| <p>T F I get from 10 to 15 times as much usable light for my money in my rooms that have white or near-white ceiling and walls, as I get in my rooms with dark walls and ceiling.</p> <p>T F Dull brown, green, or grey paint reflects only about 5% of the light falling on it, and absorbs about 95%.</p> <p>T F The number and kind of lighting fixtures I need in each room is determined by the height of the ceiling, size of the room, texture and color of walls, and the use to which the room is put.</p> <p>T F A study of lighting literature offered free will allow me to recognize among the confusing mass of fixtures offered, the few which are genuinely modern and able to provide good lighting.</p> <p>T F A lighting fixture is one of the first things any one will notice upon entering my new home because any point or area of light is an irresistible attraction to the eye.</p> <p>T F A footcandle of light from a flame-tint or other colored bulb costs me many times as much as from an inside frosted bulb. The color holds back most of the light and lets</p> | <p>only rays of its own color through. An inside frosted bulb lets virtually all light through.</p> <p>T F Lighting built into the architectural features of a room adds grace and distinction to the decorative scheme as well as to the lighting, but it must be planned while the house is in the blueprint stage.</p> <p>T F Paint and other pigments are NOT color—they merely reflect selected light rays and I see these rays as color. Color exists only in LIGHT.</p> <p>T F Reading a brightly lighted page when the rest of the room is dark causes eyestrain and fatigue.</p> <p>T F I need three times as much light to read a newspaper as I need to read this I. Q. or any well-printed book.</p> <p>T F Twenty cents out of every dollar's worth of light will never get outside a fixture or bulb that has a coating of dust.</p> <p>T F Police departments endorse outdoor lighting that can be switched on and off from house and garage, as a powerful protection against criminals.</p> |
|--|--|

(All statements are True)

On page 156 you will find a post-free card addressed to us. Sign it and mail now for your free copy of "LIGHT IN THE HOME."

NORTHERN CALIFORNIA ELECTRICAL BUREAU

ROOM 428 • 447 SUTTER STREET • SAN FRANCISCO, CALIFORNIA